



REPLACEMENT SHEET

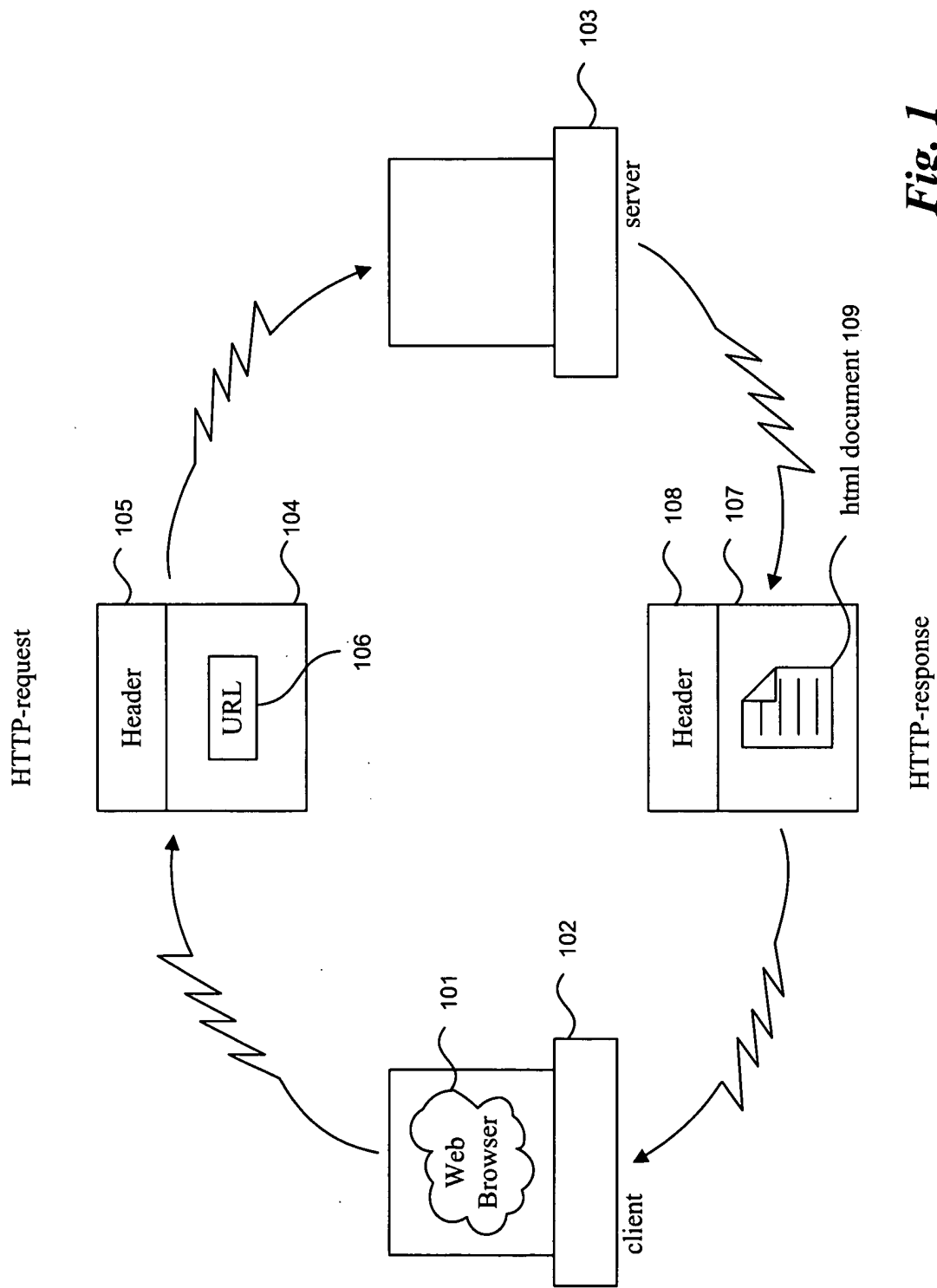


Fig. 1

REPLACEMENT SHEET

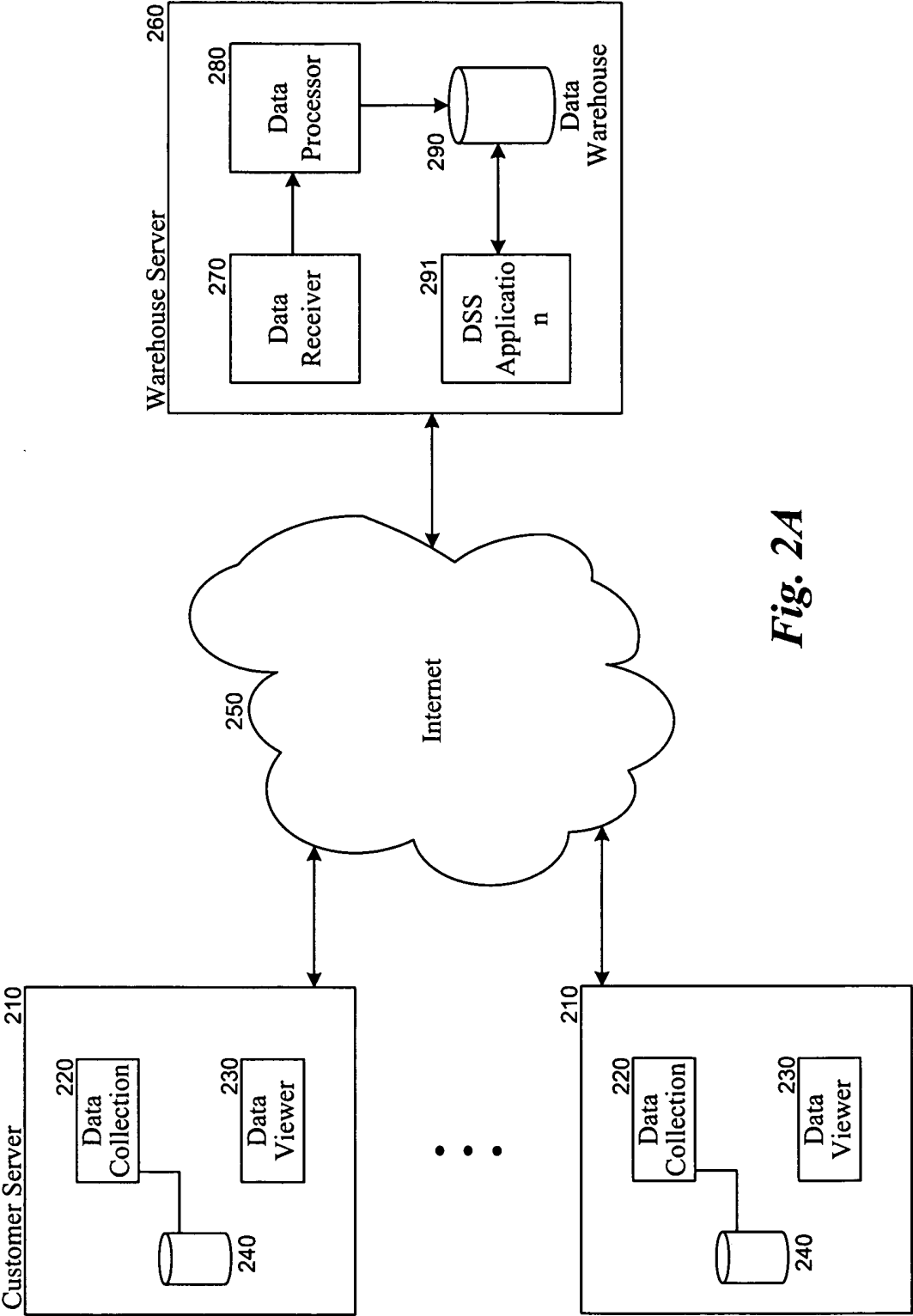


Fig. 2A

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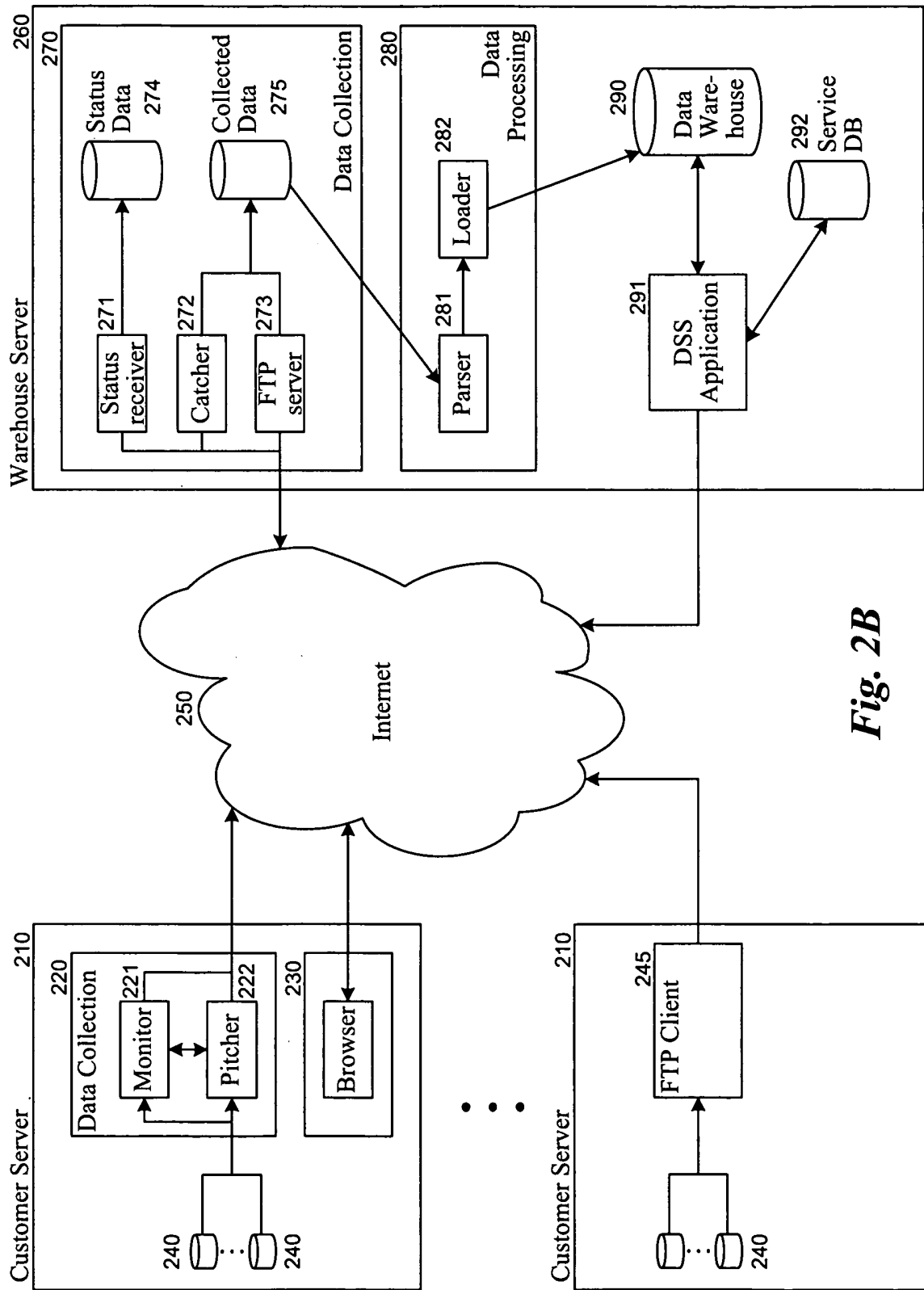


Fig. 2B

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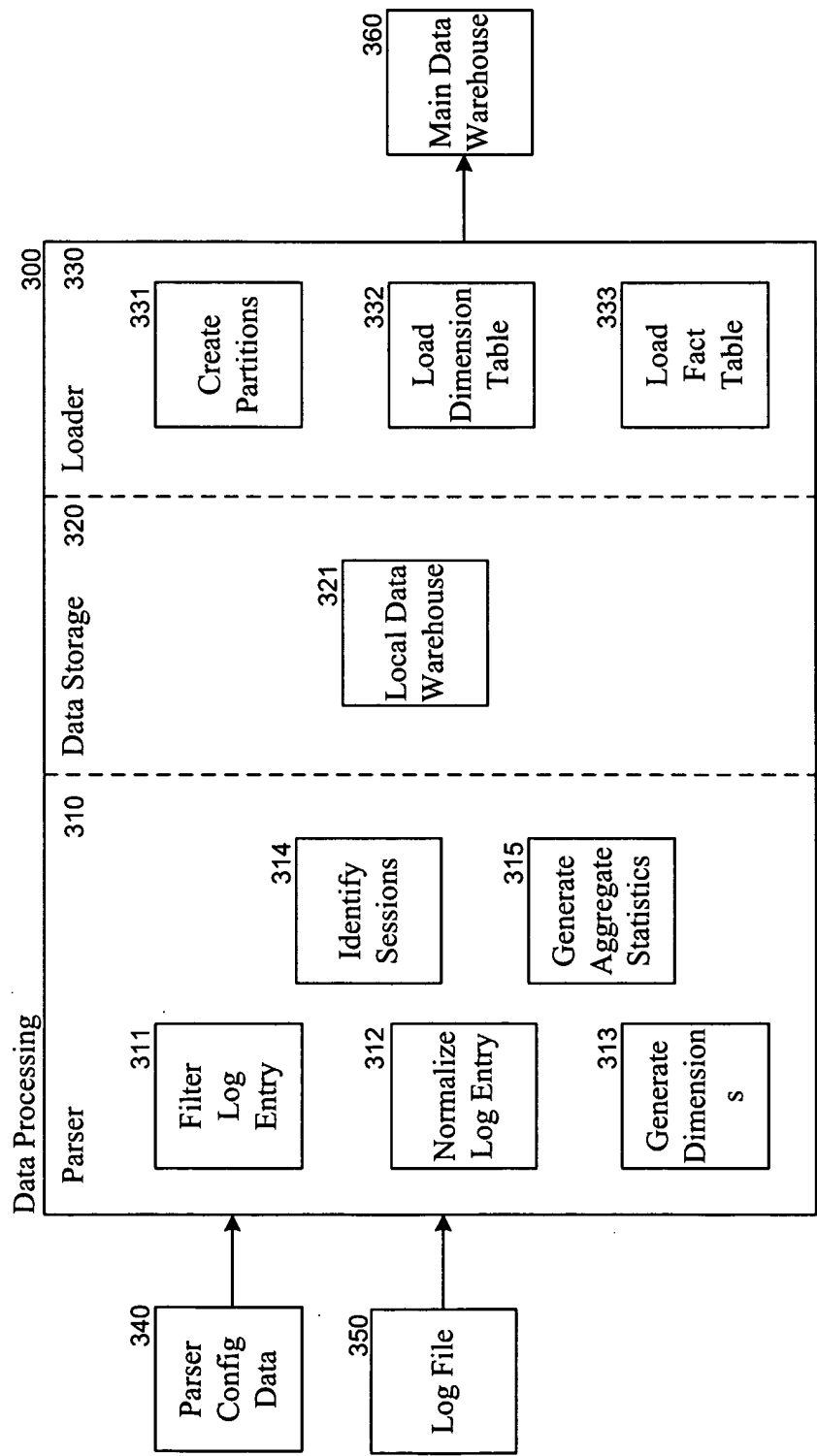


Fig. 3

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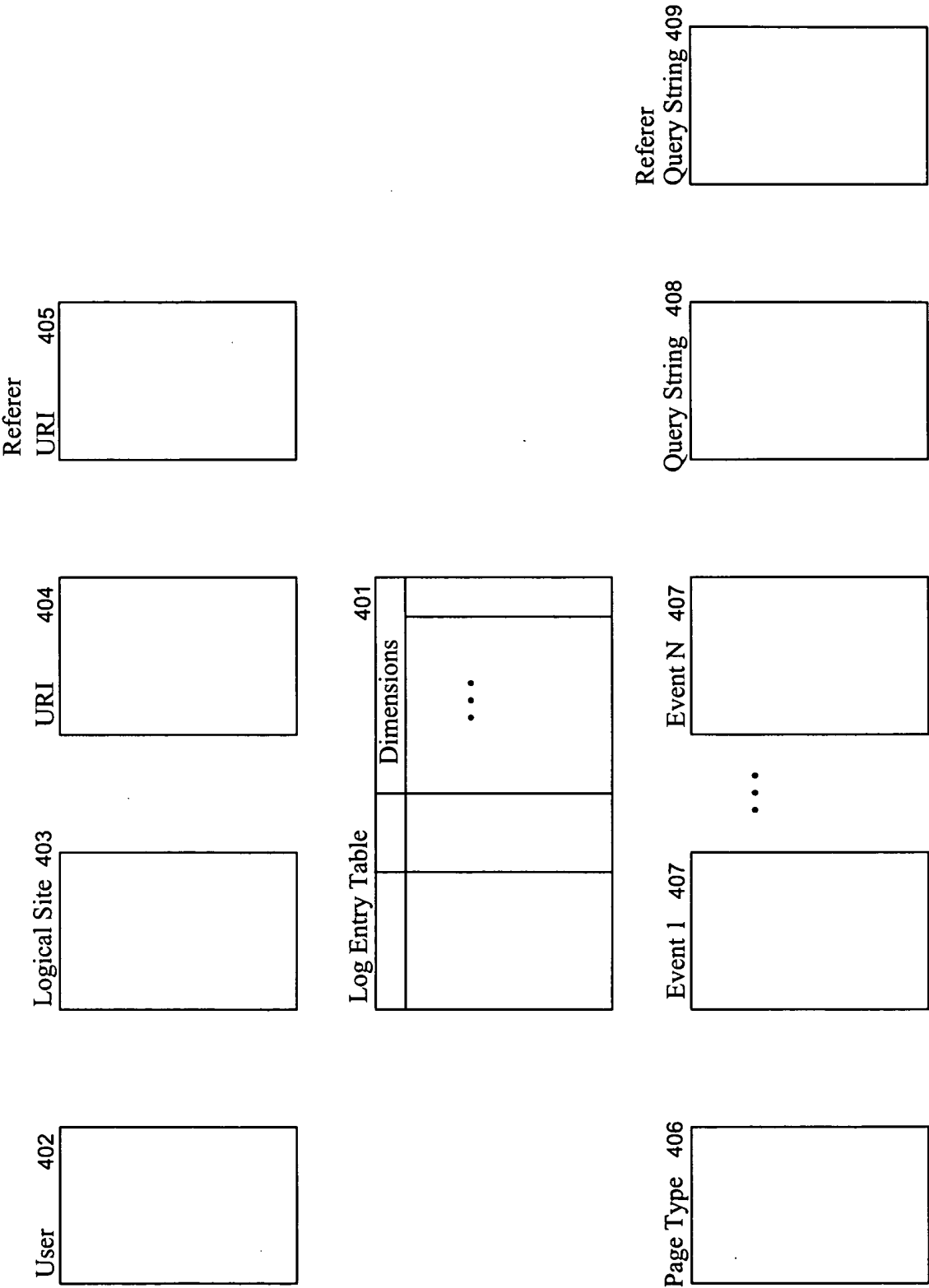
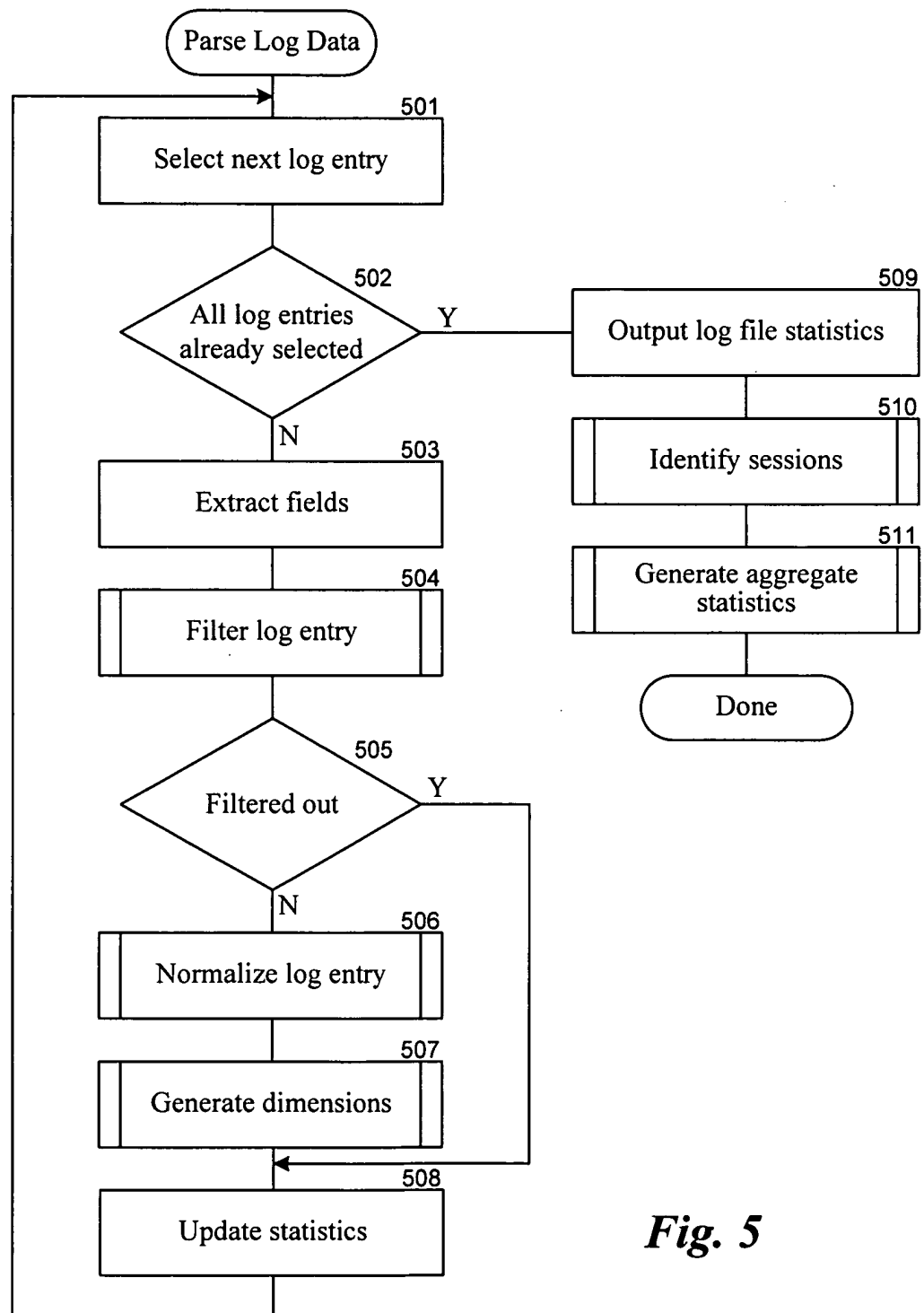


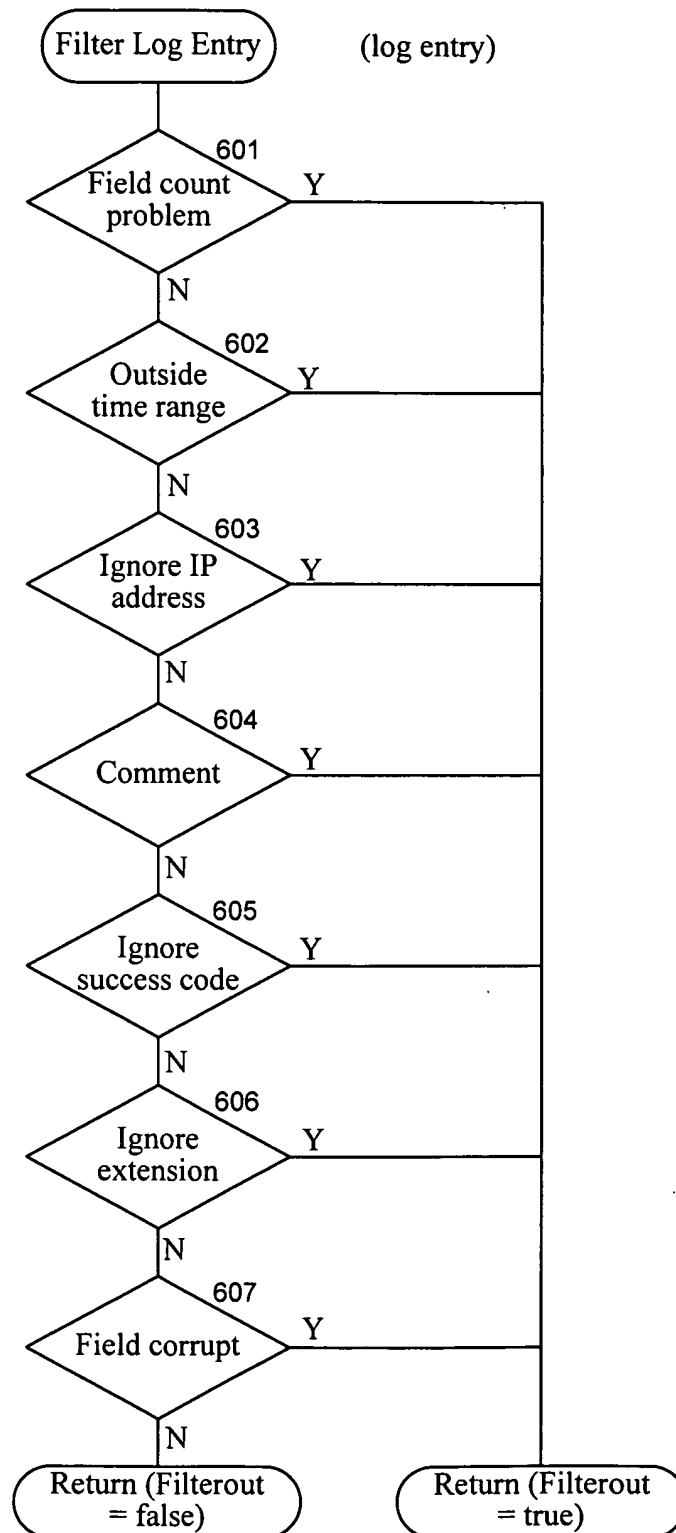
Fig. 4

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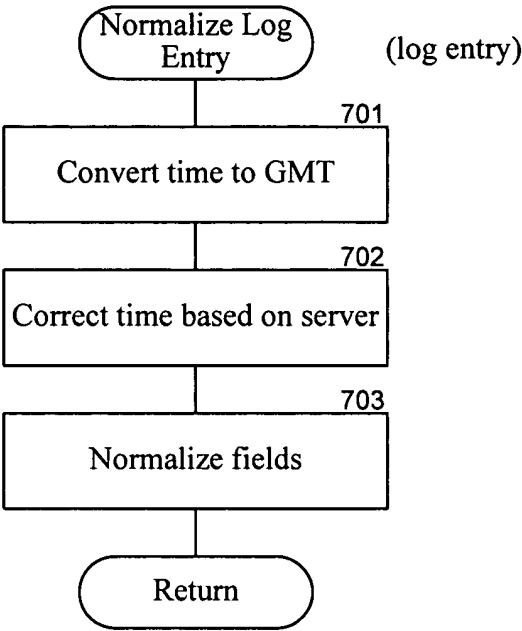
**Fig. 5**

## REPLACEMENT SHEET



**Fig. 6**

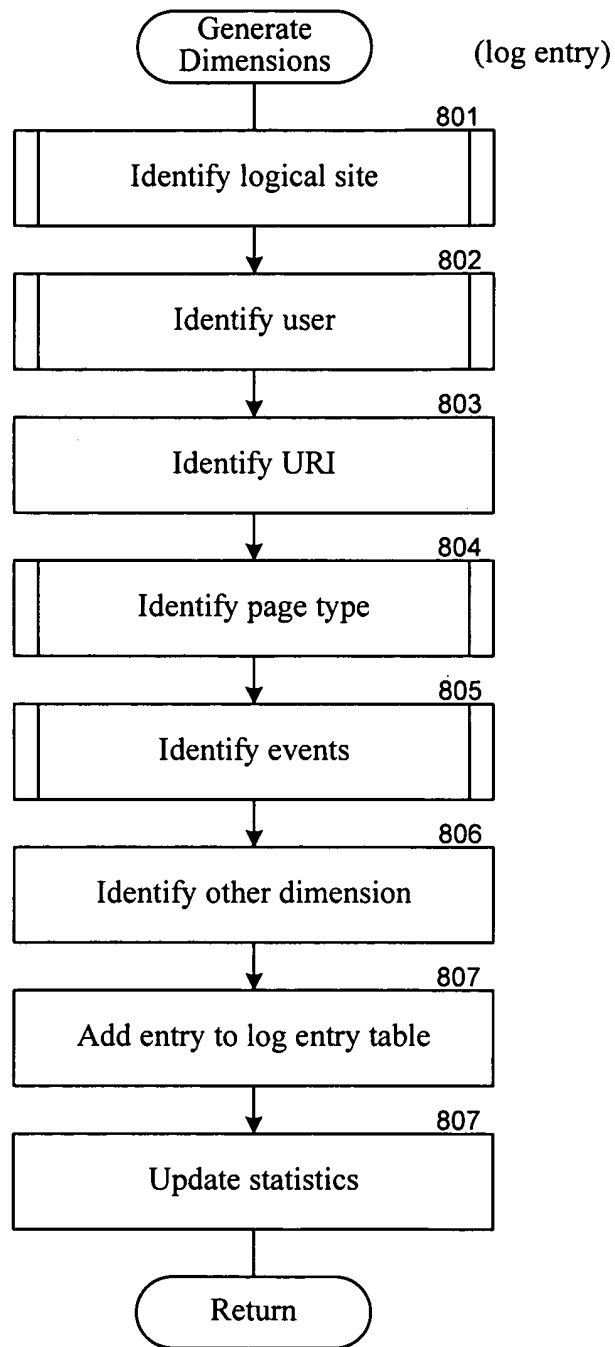
REPLACEMENT SHEET



*Fig. 7*

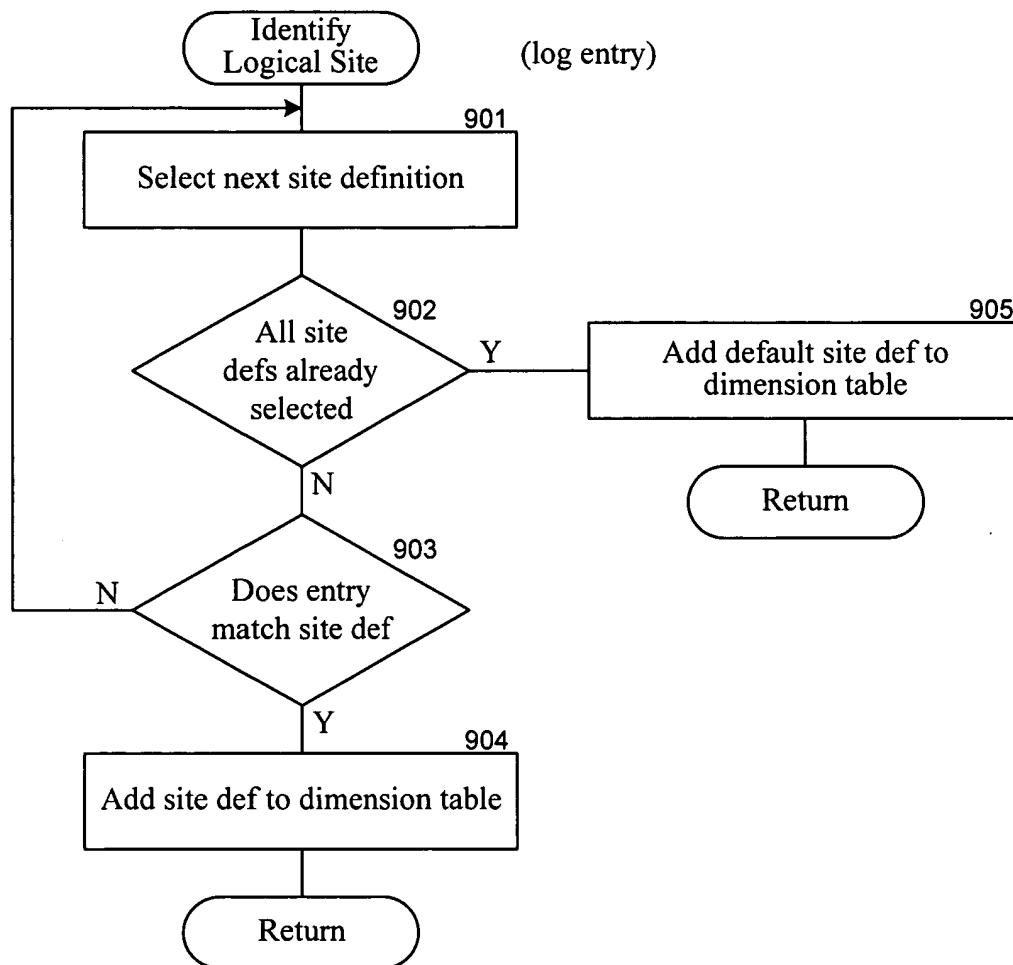


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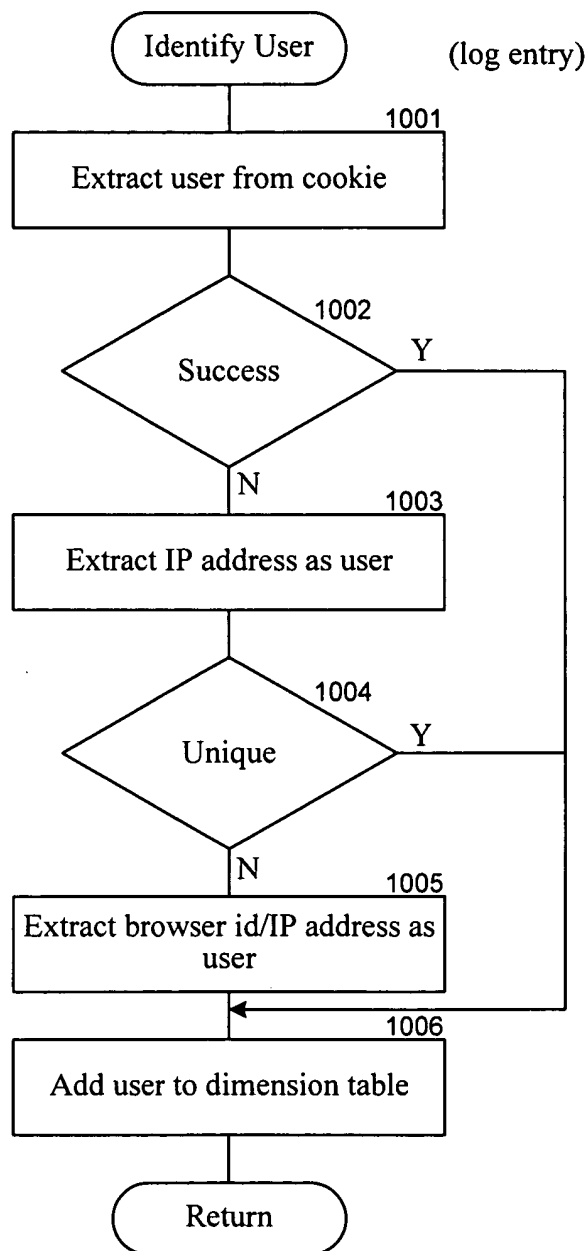
***Fig. 8***

## REPLACEMENT SHEET



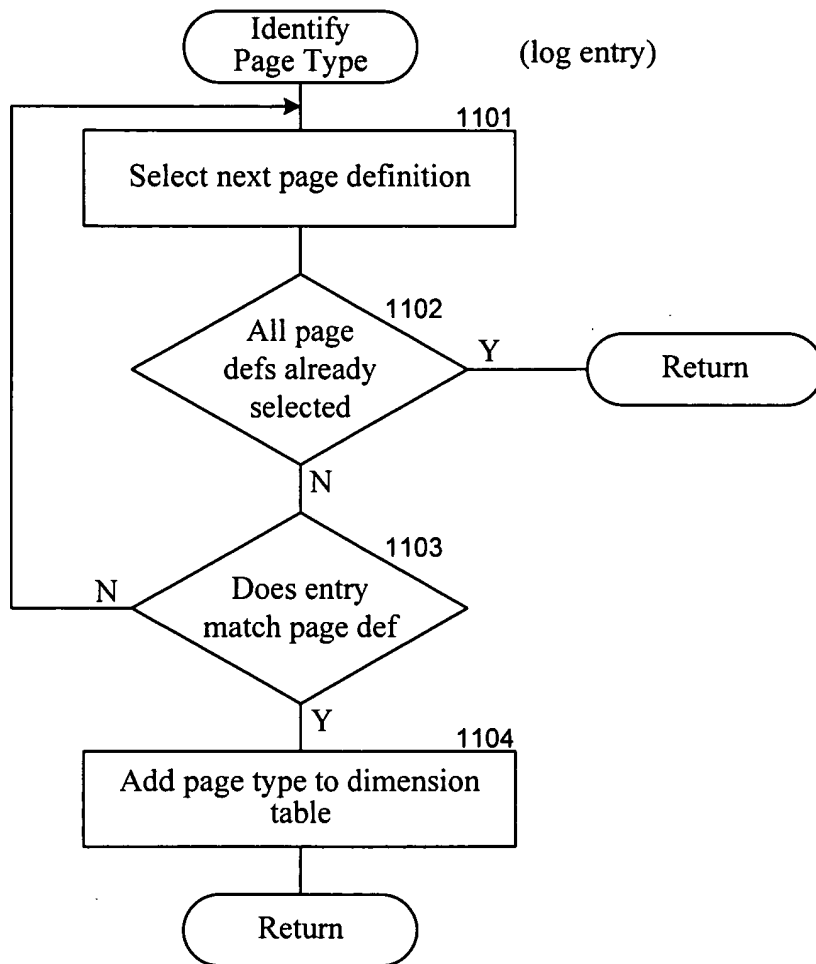
***Fig. 9***

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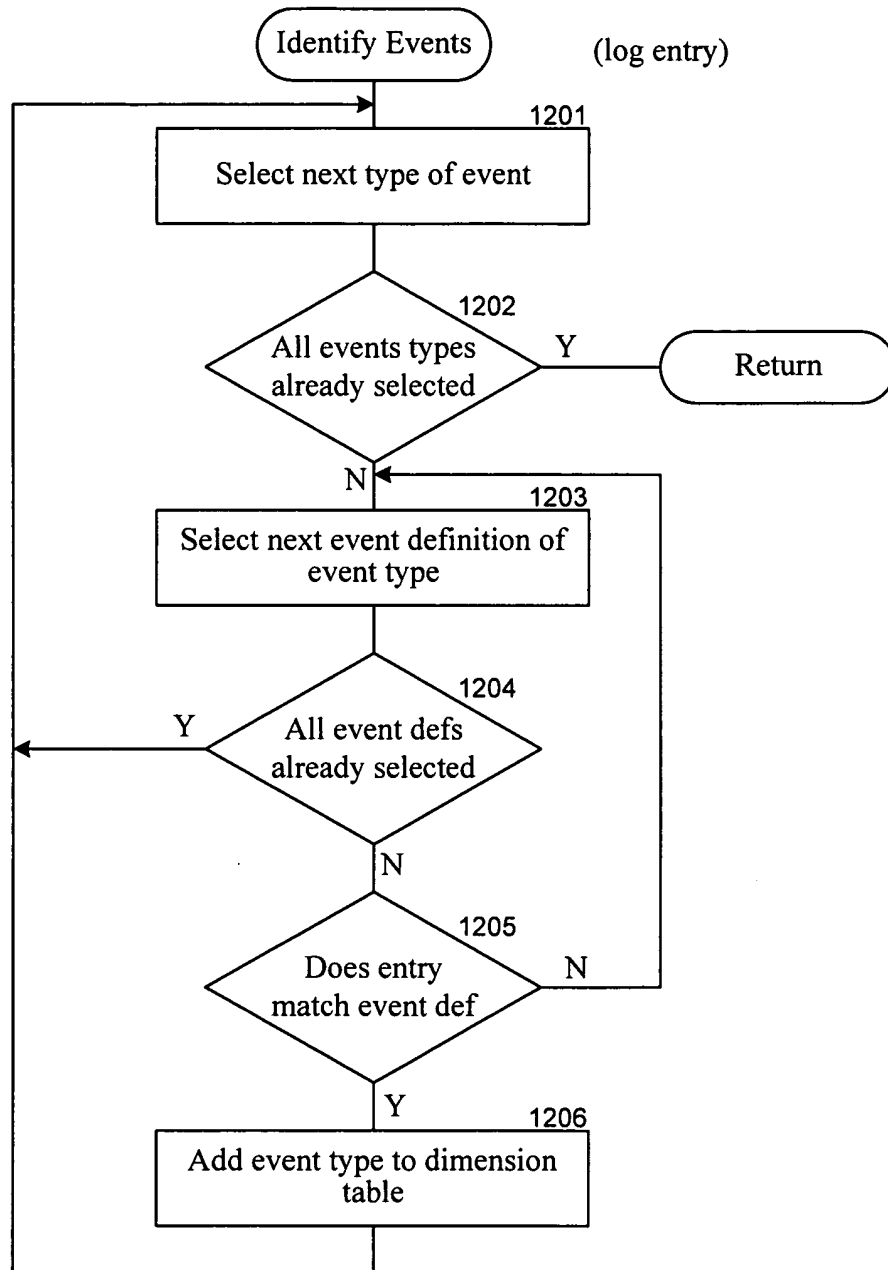
***Fig. 10***

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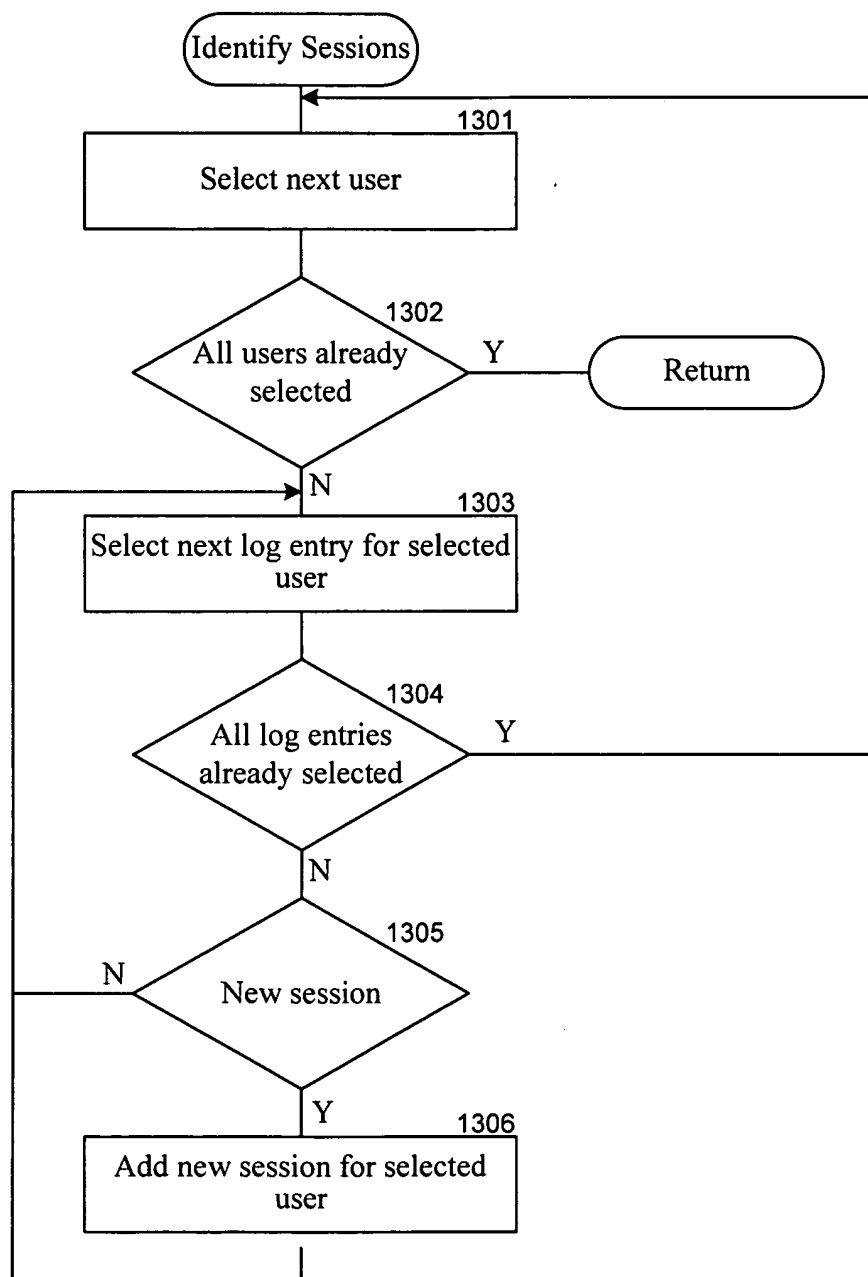
***Fig. 11***

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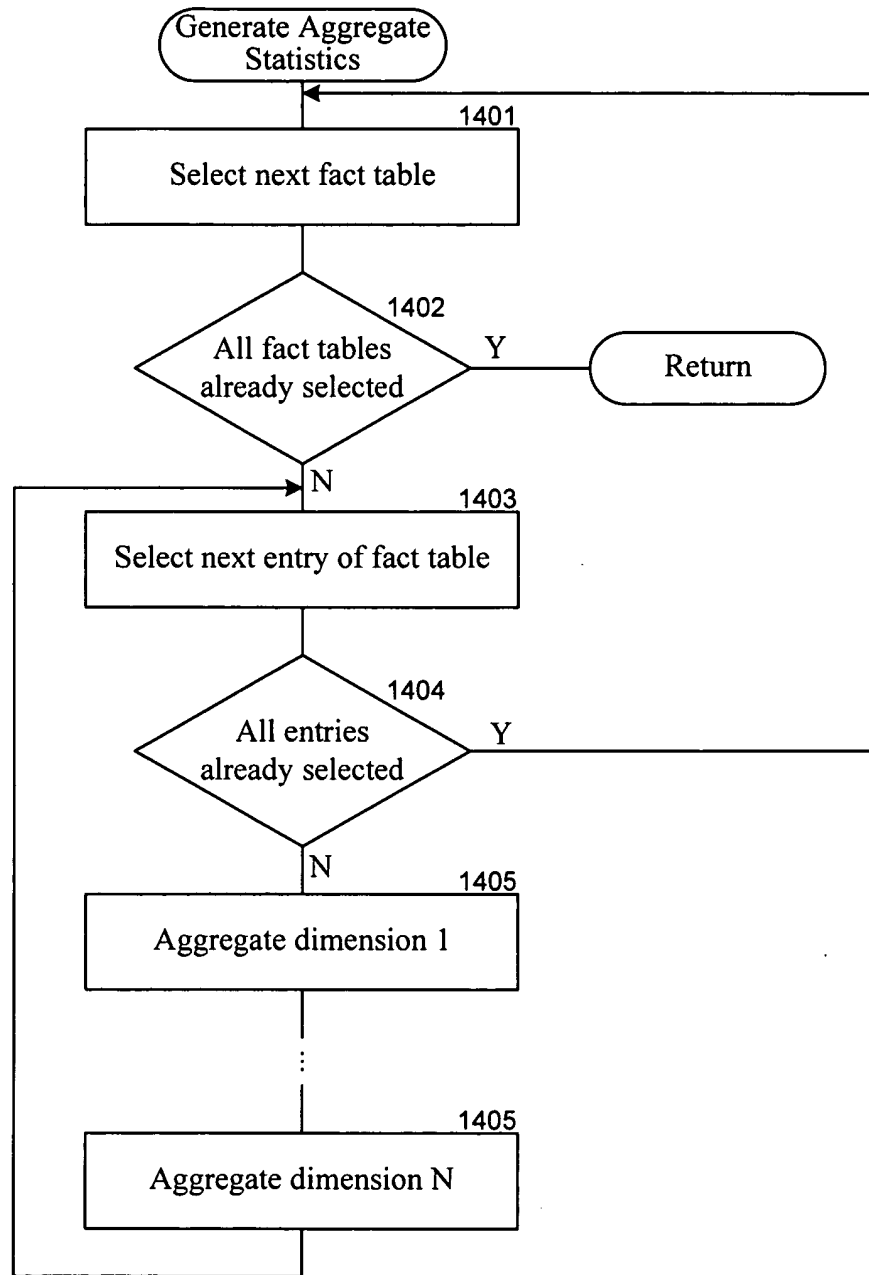
***Fig. 12***

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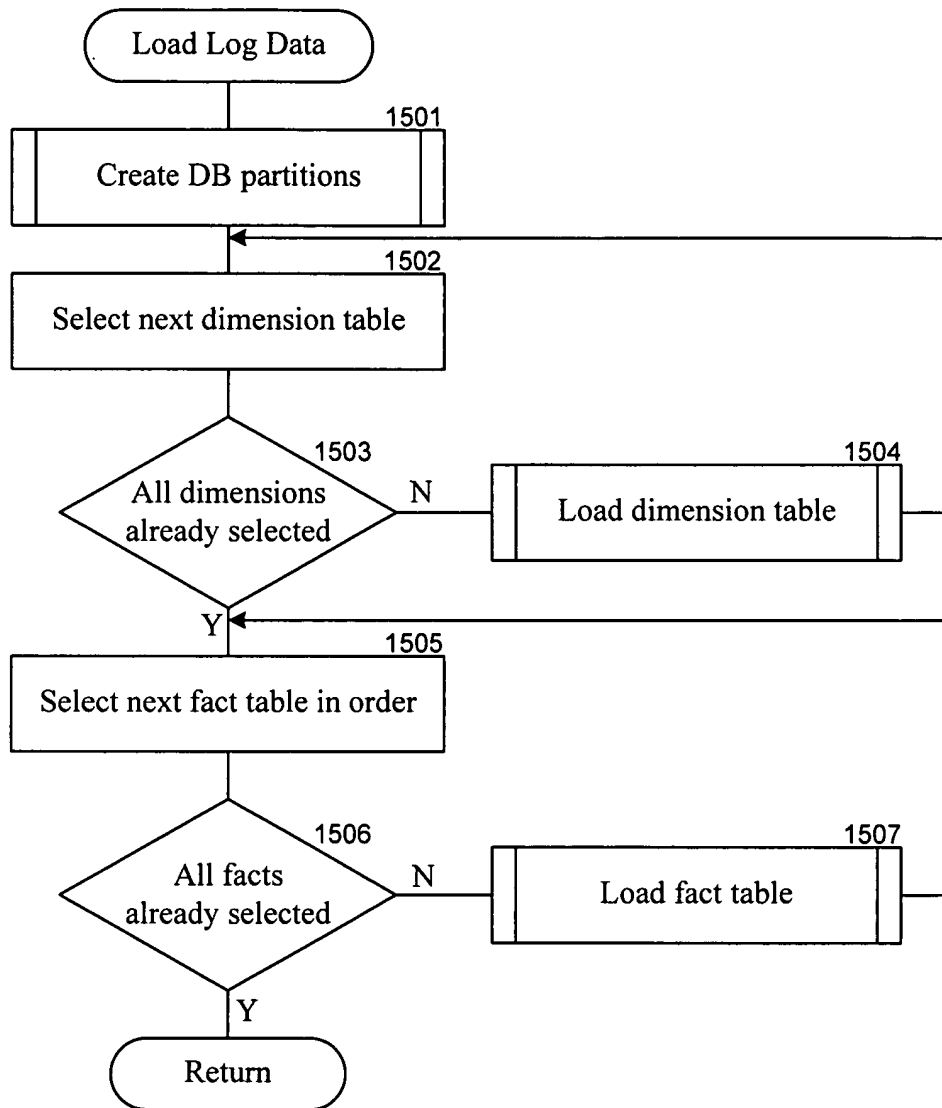
***Fig. 13***

## REPLACEMENT SHEET



***Fig. 14***

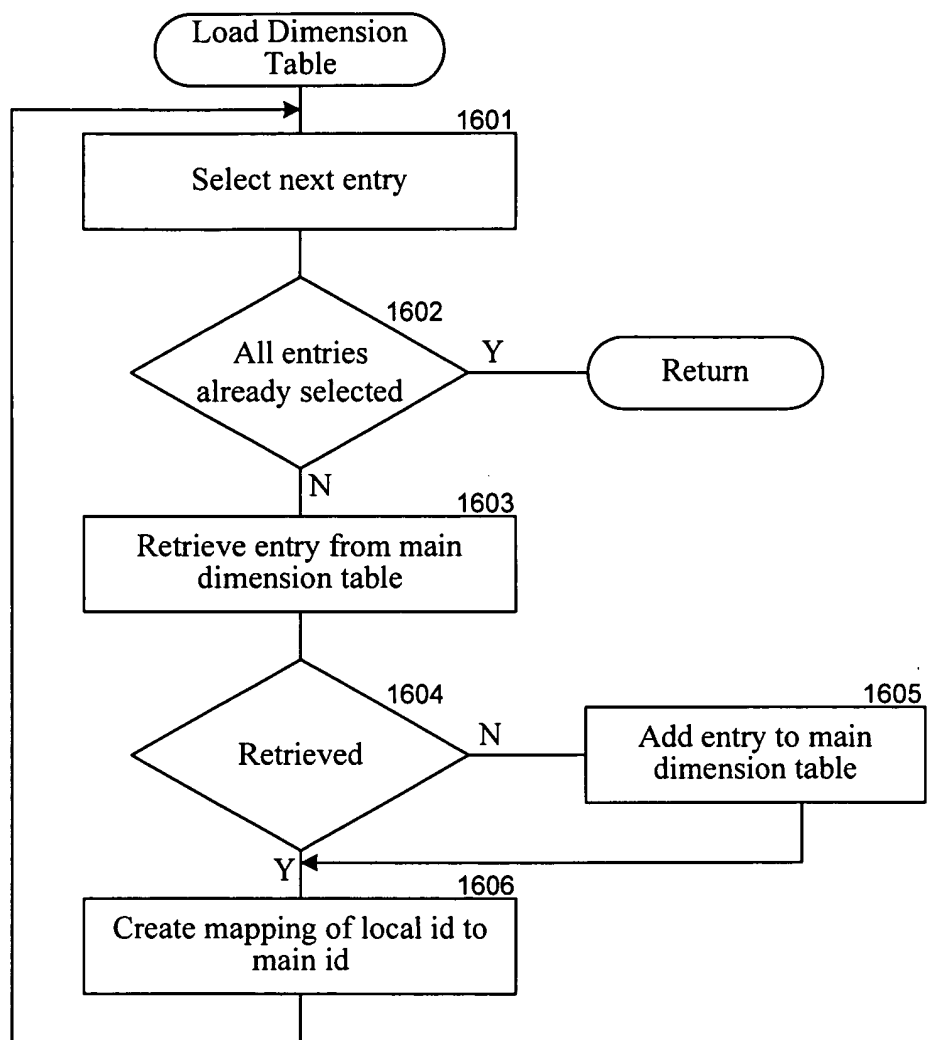
## REPLACEMENT SHEET



**Fig. 15**

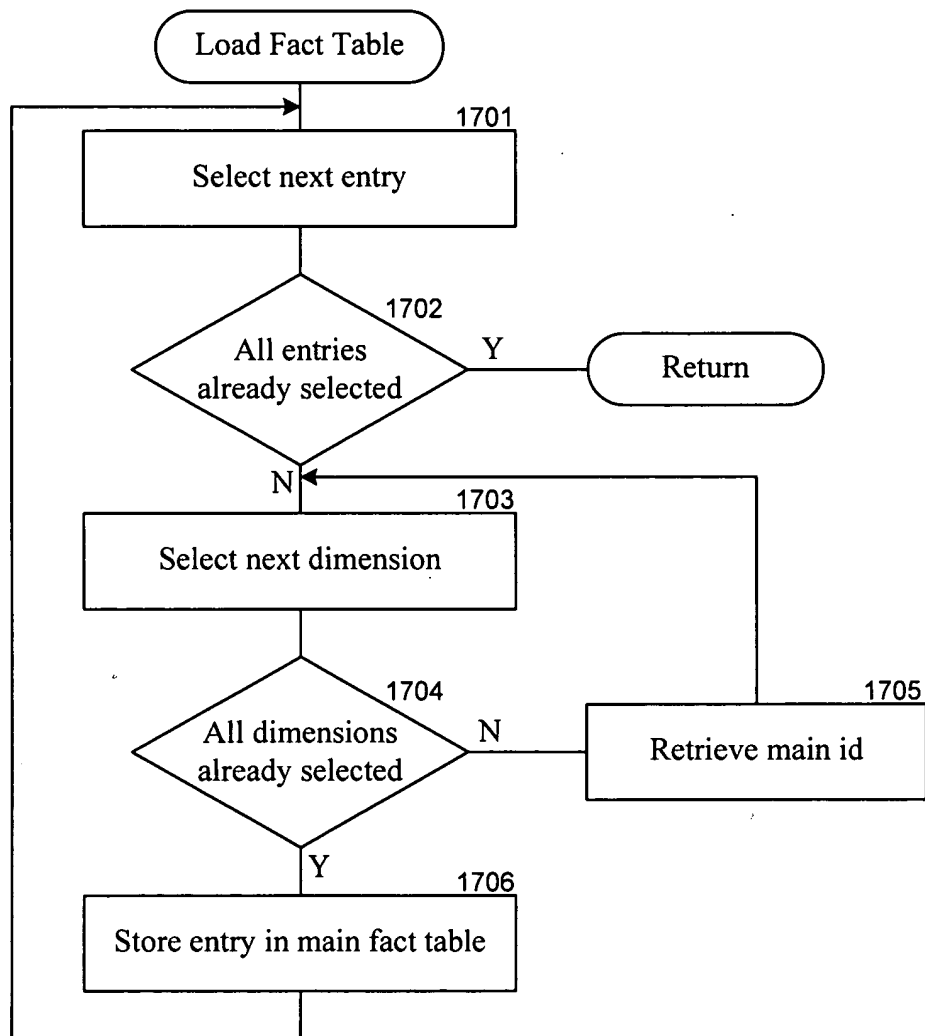


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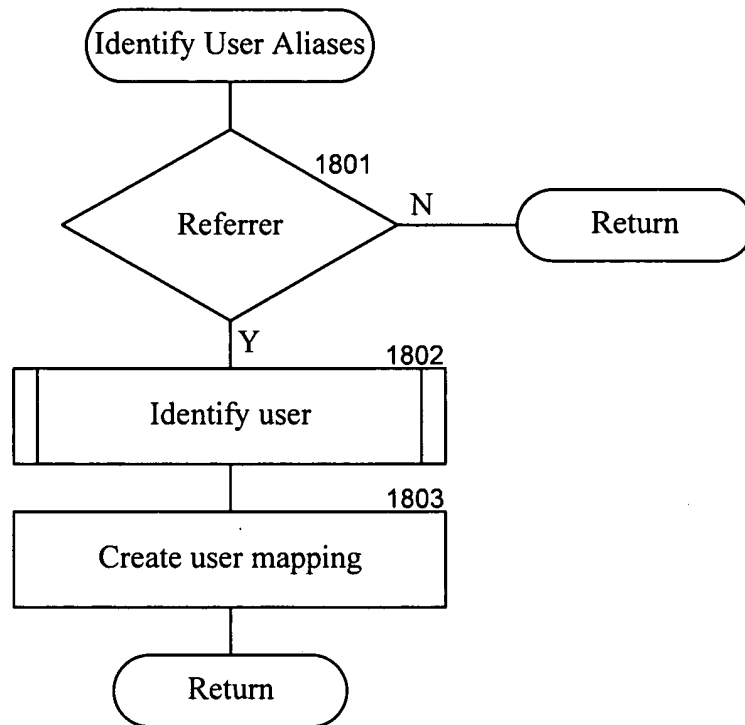
***Fig. 16***

## REPLACEMENT SHEET



***Fig. 17***

## REPLACEMENT SHEET



***Fig. 18***

1900

Welcome to digiMine

**digiMine**  
Powering your data  
for business advantage

MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER LOG IN

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## Unlock the Power of Your Data

You need to know more about your customers and about your business — and you need to be able to act on that knowledge.

digiMine will uncover valuable business intelligence and enable you to take immediate action by delivering advanced analytics and personalization tools.

digiMine provides you with intuitive reports that have key metrics on customer behavior, site performance, product sales, content consumption, marketing campaign effectiveness, browser to buyer conversion, customer segment identification and much, much more. digiMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

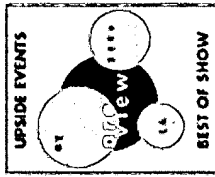
Best of all, our application service provider (ASP) model allows us to provide you with an affordable solution that is quick to deploy and easy to use.

[Learn more »](#)

### ⚙ Contact Us

To request additional information about digiMine, please fill out our [information request form](#).

1904



### ⚙ Service Benefits

See why digiMine is the best data warehousing and data mining solution for all eBusinesses.

### ⚙ digiMine Careers

Do you have a passion for technology, customer service and a desire to win? If so, check out our current [job openings](#).

<http://www.digimine.com/>

**Fig. 19A**

REPLACEMENT SHEET

<http://www.digimine.com/services/>



digimine<sup>SM</sup> SERVICES

# Overview

## digimine<sup>SM</sup> Warehouseing Services

Building a comprehensive data warehouse is the first fundamental step in creating strong analytics and personalization. digimine will take your data from multiple sources including click stream, transaction, product, campaign and user profiles to create a robust data asset.

Our scalable data warehousing infrastructure enables us to build large warehouses that are capable of holding data for the most data intensive businesses, even those as big as the Media Metrix top 50.

- 1. digimine Warehouseing Services
- 2. digimine Analytic Services 1914
- 3. digimine Data Mining Services
- 4. digimine Data Enhancement Services

MAIN

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OVERVIEW

SERVICE BENEFITS

TAKE THE QUIZ

HOW DIGIMINE WORKS

REQUEST INFO


digimine<sup>SM</sup> SERVICES

Overview

digimine<sup>SM</sup> Analytic Services

We provide advanced analytics to you through intuitive, interactive and customizable reports. You can quickly get a top-level view of your customers or you can drill down to specifics 24 hours a day, 365 days a year. We provide you with reports that are relevant and enable you to take action with confidence. Our reports include analytics on:

- Site Usage**  
Traffic, Referral, path analysis, key words
- Integrated Marketing Campaign Analysis**  
Online advertising, e-mail, affinity and loyalty programs
- Customer Analysis**  
Demographic, psychographic, recency and frequency
- User Action Analysis**  
RFQ, registration, auction
- Shopping Cart Analysis**  
Conversion and abandonment



1. digimine Warehousing Services

2. digimine Analytic Services

3. digimine Data Mining Services

4. digimine Data Enhancement Services

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1918

<http://www.digimine.com/services/analytic.htm>

Fig. 19D

digIMine<sup>SM</sup> SERVICES

## Overview

### digIMine<sup>SM</sup> Data Mining Services

digIMine applies advanced data mining algorithms to provide you with the most powerful analytics available. Our algorithms identify patterns in the data that can deliver new insight into your customers. These analytics, coupled with our interactive reporting interface, give you the intelligence you need to make timely decisions with confidence.

- Personalization
- Cross-sell and Upsell
- Churn management
- Affinity Analysis - Product, Content, Event
- Customer Segmentation

- 1. [digIMine Warehousing Services](#)
- 2. [digIMine Analytic Services](#)
- 3. [digIMine Data Mining Services](#)
- 4. [digIMine Data Enhancement Services](#)

1918

We go beyond today's typical web reporting services by using the most powerful data mining and personalization tools.



1924

# Overview

**digimine<sup>cs</sup> Data Enhancement Services**

**digitMine(SM)** Data Enhancement Services are helpful tools that make your data more valuable and more usable. These services can also help you reduce marketing costs by correcting addresses and eliminating duplicates.

**digimline(sm) Address Validation/Correction** - digimline can validate and correct customer addresses using information from the USPS. digimline's address validation and correction services include: National Change of Address (NCOA), Locatable Address Correction Service (LACS) and Delivery Sequence File (DSF) processing.\*

**digitMine(Sw) Merge/Purge** - digitMine can also merge lists and purge duplicates. This service enables you to eliminate duplicate records and records that map to the same address (householding).

\* NCOA, LACS and DSF are trademarks of the United States Postal Service

- 1. digitize Warehousing Services
- 2. digitize Analytic Services
- 3. digitize Data Mining Services
- 4. digitize Data Enhancement Services

Service Record 13

## Take the quiz

## how digimine works

request info

**Digimine<sup>®</sup> SERVICES**

## Service Benefits

**digimine(SM) Services make understanding your customers and your business easy. And we alleviate the frustrations associated with deploying and using a home-grown data warehousing and data mining solution.**

## Powerful data mining tools

Our data mining-powered reports provide you with unparalleled intelligence. We give you the tools to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

## Easy to use

...to customize the view of your analytics.

## A comprehensive data asset

idigMine builds a robust, scalable and secure data warehouse for you that combines the full range of clickstream, user-registration, product, campaign and transaction data.

## Quick to deploy

digimine offers fast time-to-deployment. In fact, a typical digimine installation allows us to setup and begin daily reporting within a few days. In many cases, customers begin to realize the value of digimine(SM) Services in as little as 24 hours.

## Affordable

Our web-based ASP model allows us to deliver a powerful, high-end service that is both efficient and affordable. Setup costs are minimal and do not require additional IT resources. A monthly fee covers all expenses related to hardware, software, operations and reporting.

digiMine offers the fastest time to deployment – as little as 24 hours.

## • Data Sheet

**Download the digitline(s):**  
**Services Data Sheet**

(91 KB, Requires Adobe Acrobat Reader)

1930

1926

**Fig. 19G**

## REPLACEMENT SHEET

Powering your data for business advantage <sup>SM</sup>

**digMine**<sup>SM</sup>

# Unlock the Power of Your Data

### Overview

If you're like most businesses, you are generating huge volumes of valuable data - data that can reveal the likes and dislikes of current and potential customers about your products, services and web site. Do you have the infrastructure and tools in place to turn your data into actionable business intelligence?

digMine, Inc. is setting new standards in the delivery of powerful analytics and personalization for eBusinesses. Our data mining services provide you with intuitive reports to understand customer behavior, marketing campaign effectiveness, sales trends, browse-to-buy conversion, customer segment identification and much more. digMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

digMine is the only true ASP (application service provider) for sophisticated data warehousing and data mining solutions. We go far beyond today's web-reporting packages by building a comprehensive data warehouse and by applying data mining tools to the full range of click stream, user registration, product catalog, campaign and transaction data. And our ASP model enables us to provide you with an affordable solution that is quick to deploy and easy to use.

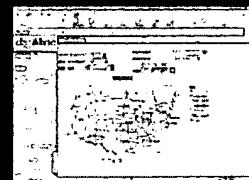
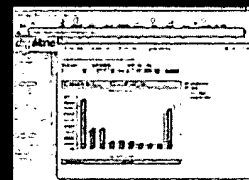
### Service Benefits

#### Powerful data mining tools

Our data mining-powered reports provide you with unparalleled intelligence. We give you the tools you need to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

#### Comprehensive data asset

We take your multiple sources of data and build a robust data warehouse for you - a fundamental step in extracting the greatest value from your data. Our scalable data warehousing infrastructure enables us to build customer specific warehouses that are capable of holding data for the most data intensive businesses.



*digMine, Inc.'s reports  
provide actionable insight  
into customer behavior.*

### Take the Quiz: Do you know enough about your customers?

- How many customers came to your site yesterday?
- How many were first-time visitors?
- Can you send lists for those new customers and send them a personalized thank you the next day?
- What are the top 10 most visited product areas on your site?
- What products should you consider making cross leaders to attract new customers?
- What are your top ten selling products or services? Have they changed in the last month?
- How many shoppers go through your homepage in a session?
- Which marketing promotions are most effective at driving new customers to your site?
- Which customers are likely to return and which are one-time shoppers only?
- What is the expected lifetime value of your customer?

*How many of these questions can you answer today? You're not alone if you can only answer a few. With digMine, you will be able to answer these questions and more.*

**Fig. 19H**

# REPLACEMENT SHEET

## **Affordable**

Our web-based ASP model allows us to deliver a powerful, high-end service that is efficient and affordable. Setup costs are minimal and do not require additional IT resources. Fixed monthly fees cover all expenses related to hardware, software, operations and reporting.

## **Easy-to-use**

digIMine™ Reporting Services are intuitive and organized to deliver relevant insight instantly. Our Interactive reports allow you to customize your view of your analytics. And you don't have to be a statistician to understand your data.

## **Quick to deploy**

digIMine offers the fastest time to deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, our customers have full analytics in less than 24 hours.

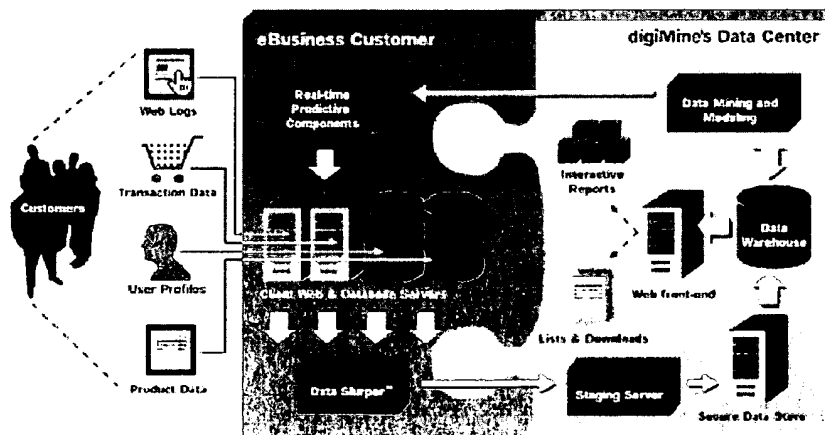
## **How digIMine Works**

digIMine™ Services do not require you to invest in additional IT resources, nor do we require you to deploy data tags. We simply install a digIMine Slurper™ at your data center that encrypts and compresses your data for transmission at pre-determined times. digIMine's Slurper™ is a simple piece of software that has the ability to pull web server logs and gather data from any OLE-DB-compliant database - from Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall.

Once your data is transferred to digIMine's data center, it is parsed, cleaned and loaded into a secure data warehouse.

digIMine then produces detailed and accurate reports that are delivered 24 hours a day, 7 days a week, 365 days a year. You can access your reports through a dedicated https connection using a standard browser. The reports are completely secure and require user authentication. In fact, as an administrator, you have the ability to set various levels of access permission for different business users in your company. Your data is also made available for export.

digIMine provides data mining services for predictive applications. These predictive components give you the ability to personalize web content and cross-sell or up-sell products. Data mining components run in real-time on your web site or in batch applications, such as targeted e-mail.



For more information:

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digIMine, Inc.  
11250 Kirkland Way  
Kirkland, WA 98033

Tel: 425 896 1700  
Fax: 425 896 1777

[www.digIMine.com](http://www.digIMine.com)

*Fig. 191*

digiMine<sup>SM</sup> SERVICES

## Take the Quiz

1928

With the abundance of sites on the Internet today, it's hard to get customers and keep them. Let's face it, if within 20 seconds your visitors are not presented with the specific content or list of products they're interested in, then there's little chance they'll return again.

How many of these questions can you answer today? You're not alone if you can only answer a few. With digiMine, you will be able to answer all of these questions and more.

- ❖ How many customers came to your site yesterday?
- ❖ How many were first time visitors?
- ❖ Can you get a list of those new customers and send them a thank you the next day?
- ❖ What are most visited products areas on your site?
- ❖ What products should you consider making "loss leaders" to attract new customers?
- ❖ What are your top selling products or services? Have they changed in the last month?
- ❖ How many shoppers go through your home page?
- ❖ Which marketing promotions are most effective at driving new customers to your site?
- ❖ Which customers are likely to "churn" and which are loyal shoppers on your site?
- ❖ What is the expected "life time value" of your customers?

Fig. 19J

digiMine<sup>SM</sup> SERVICES

## How digiMine Works

digiMine Services do not require any additional investment in IT resources, nor do we require you to deploy data tags. We simply install a digiMine Data Slurper<sup>SM</sup> at your data center that encrypts and compresses your data for transmission at predetermined times. digiMine's Data Slurper<sup>SM</sup> is a simple software application that has the ability to pull web server logs and gather data from any commercial database such as Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall. Alternatively, you can also send your data to us through a secure FTP transfer.

Once your data is transferred to digiMine's data center, it is parsed, cleaned and loaded into a secure data warehouse. We can also merge, purge, validate and correct your data.

We then apply data mining to produce insightful analytics. These analytics are generated and delivered to you through interactive reports and downloadable lists that are available 24 hours a day, 365 days a year. You can access your reports through a dedicated and secure connection using a standard browser.

Real-time data mining components (executables called from java or asp) are run independently of the digiMine data center to avoid any impact on site performance. These can be run in real-time on your web site or in batch applications such as targeted email.

⚙ digiMine's Data Slurper<sup>SM</sup> is a simple software application that pulls web server logs and gathers data from any commercial database — with no impact on your IT department.

## ⚙ Data Sheet

[Download the digiMine\(SM\) Services Data Sheet](#)

(91 KB, Requires [Adobe Acrobat Reader](#))

our mission 1931  
management 1933  
customers 1935  
careers 1937  
contact us 1939

COMPANY

## Our Mission

digIMine's mission is to create value for all e-businesses by making data warehousing and data mining a practical reality.

digIMine was born from the experience of our three founders, Nick Besbeas, Usama Fayyad and Bassel Ojfeh. All three Microsoft veterans come from different disciplines — direct marketing, data mining, and data warehouse operations.

Through their experiences, they realized that the benefits of data warehousing and data mining delivered as a service, would enable e-businesses to derive the most value from their data for increased competitive advantage.

[management](#) »

COMPANY

## Management

digimine's executive team brings unparalleled expertise in commerce site development, data warehousing, data mining and web/database marketing.

### Executive Team

Usama Fayyad ~ 1941  
President & CEO, co-founder

Nick Beshears ~ 1943  
Executive VP Sales and Marketing, co-founder

Bassel Ojileh ~ 1945  
COO, co-founder

Martin F. Vowels ~ 1947  
Chief Financial Officer

Bob Buland, Esq. ~ 1949  
Vice President of Legal Affairs

### Investors

Mayfield Fund  
Second Avenue Fund  
Cedar Grove Investments (Amazon.com, LoudEye, PhotoDisc)  
Kellett Investments (InfoSpace.com, MCI WorldCom, eVite.com, CoinStar, meals.com, gear.com, Virtual Bank)  
Sam Jadallah (Managing Director, Internet Capital Group; former Microsoft Vice President)  
Robert Pollan (Managing Director, Internet Capital Group)  
James Voelker (former Nextlink CEO)  
Deutsche Bank Technology Fund (internet, financials, and telecom funder)  
Silicon Valley Angels (involved in hottest early-stage companies today)

**Fig. 19M**

REPLACEMENT SHEET



COMPANY

# Management



**Bob Bolan, Esq.**  
Vice President of Legal Affairs  
[Bob@digimine.com](mailto:Bob@digimine.com)

« previous bio management home

Bob Bolan is chief legal counsel and advises the management team and the board of directors on all legal affairs of the company.

From 1994 until joining the company in May of 2000, Bob served as Corporate Attorney at Microsoft Corporation where he practiced in a wide variety of corporate matters including intellectual property, licensing, litigation, acquisitions, strategic alliances and investments. He provided legal services to the Windows Platform Division, the Applications Division, the Microsoft Network, and Microsoft Research Division. Most notably, Bob led the development of the patent portfolio for Microsoft Research in Redmond, Cambridge and China, representing such diverse technologies as speech recognition, natural languages, operating systems, programming languages, cryptography, user interface design, artificial intelligence, graphics, vision, development tools, database and data mining.

From 1988 to 1994, Bob was a Member of Technical Staff at AT&T Bell Laboratories where he developed network features for high-capacity packet switches that formed the signaling infrastructure of the AT&T interexchange carrier network.

Bob received his J.D. from Capital University (1993) and was honored with membership to Order of the Coif. He also earned a Masters in Computer Science from Purdue (1988) and an Honors Bachelor of Arts in Classical Languages from Xavier University (1978). Bob is a member of the Washington State Bar, the Ohio Bar and is registered to practice before the US Patent and Trademark Office. He is a former extern of Judge James Graham of the United States District Court, Southern District of Ohio, and of Judge Alan Norris of the Sixth Circuit Court of Appeals.

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Fig. 19N

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COMPANY

## Careers

### Career Opportunities

digimine is looking for talented candidates and we usually have more than one opening in any of the following areas. Click on your area of interest to see current profiles and job descriptions.

- [Research and Development](#)
- [Quality Assurance and Test](#)
- [Operations and Data Center](#)
- [Sales and Marketing](#)
- [Finance, General and Administration](#)
- [Legal](#)

1951

1952

To apply, please send your resume (in Microsoft Word format) to [jobs@digimine.com](mailto:jobs@digimine.com). Please be sure to reference the job for which you are applying. Agencies and headhunters, please do not submit candidates through the web.

**Fig. 19P**

REPLACEMENT SHEET

## COMPANY

## Careers

### Legal Positions

« job categories**Corporate Attorney - Intellectual Property****Responsibilities**

- Principal responsibility for management of all patent procurement and conflict matters
- Review ideas for strategic importance and patent viability.
- Work closely with outside counsel to develop claim scope and prosecution strategy, and supervise them throughout the process. Analyze third party patents and determine best resolution, including licensing, product modification and liability studies.
- Counsel development and business clients on patent-related issues.
- Provide support for patent litigation.

**Requirements**

- Excellent academic credentials.
- 5+ years experience in patents required, including preparing and prosecuting patent applications, opinion work (invalidity/non-infringement), licensing, and/or litigation.
- Significant computer industry experience highly desirable.
- Advanced technical degree a plus

**Fig. 19Q**

REPLACEMENT SHEET

media center home

in the news

press releases

1959

1957

1955

MEDIA CENTER

## digiMine wants to turn data into gold



The algorithms and data-mining software created by Usama Fayyad have been used to find volcanoes on Venus and galaxies far, far away. Now the former scientist at NASA's Jet Propulsion Lab is using that same technology to create digiMine...

### Recent Press Announcements

January 17, 2001 - Technology Review, MIT's Magazine of Innovation, Names digiMine CEO Usama Fayyad to TR10 »

December 18, 2000 - digiMine Teams with EMC to Power Data Warehousing and Data Mining Service »

[more...](#)

### Press Inquiries

Please direct all press related inquiries to [press@digiMine.com](mailto:press@digiMine.com).

the sixth annual WSA industry achievement awards

2.1.01 FINALIST

digiMine Services selected as finalist for Industry Achievement Award's Business Product of the Year.

**MEDIA CENTER**

## Press Releases

- **January 17, 2001** - Technology Review, MIT's Magazine of Innovation, Names digiMine CEO Usama Fayyad to IR10
- **December 18, 2000** - digiMine Teams with EMC to Power Data Warehousing and Data Mining Service
- **October 30, 2000** - digiMine Wins Upside Preview Fall's "Best of Show" Award During Internet World 2000
- **October 26, 2000** - digiMine Awarded Overall 'Best of Show' at Upside Events' Fourth Annual Preview Fall Media Reception
- **October 3, 2000** - digiMine Delivers Hosted Data Warehousing and Data Mining Services, Built on Microsoft's .NET Platform
- **September 18, 2000** - digiMine, Inc. Launches The First Advanced Business Intelligence Service
- **September 11, 2000** - Mayfield Fund Leads digiMine's \$20 Million Second Round Funding
- **August 15, 2000** - digiMine Bolsters Executive Team With Former Microsoft Attorney
- **May 25, 2000** - digiMine Next Generation eBusiness Intelligence Service Provider Hires Key Executive
- **April 3, 2000** - digiMine Founded to Offer Next Generation eCommerce Analytics and Personalization Solutions

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<http://www.digimine.com/mediacenter/pressreleases.htm>

**Fig. 19S**

## Customer Log In

Welcome. Please enter your case-sensitive User ID, Password, and Company.

user name

password

company

1960

Did you forget your password? Please contact your account manager.

<https://insight.digimine.com/>

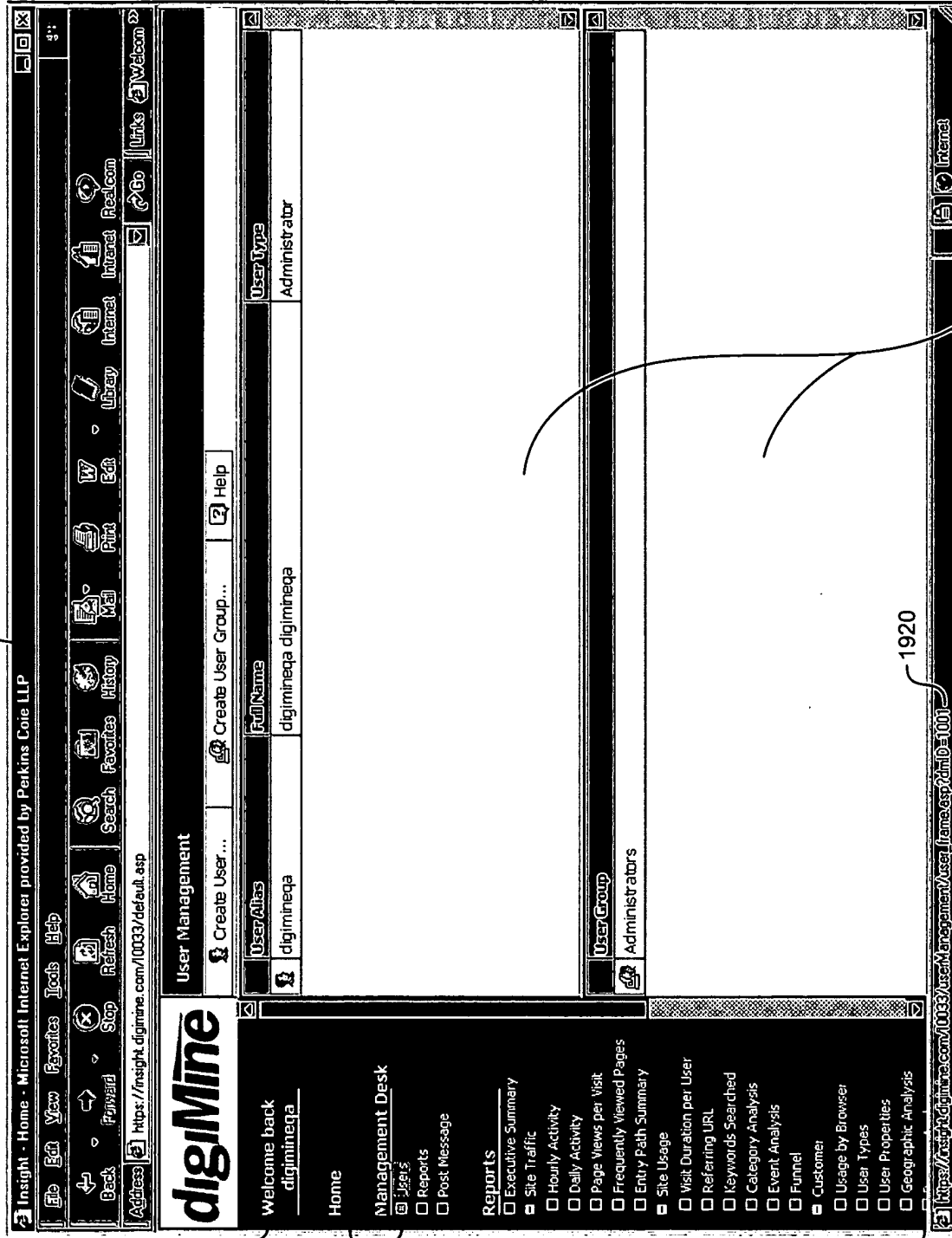
1920

**Fig. 19T**

REPLACEMENT SHEET

# REPLACEMENT SHEET

1970



1979

1980

1977

1972

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1975

Fig. 19U



# REPLACEMENT SHEET

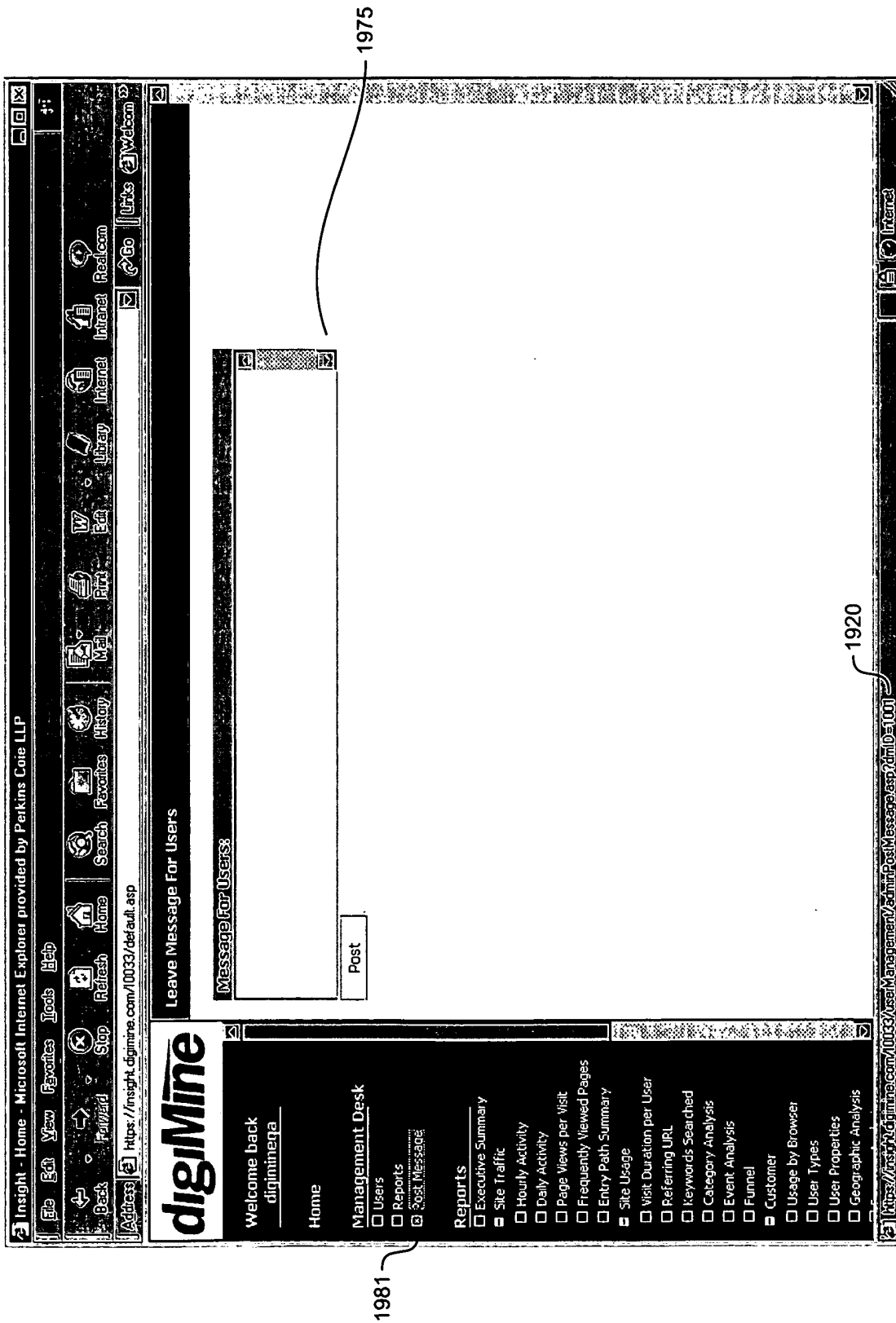


Fig. 19V

# REPLACEMENT SHEET

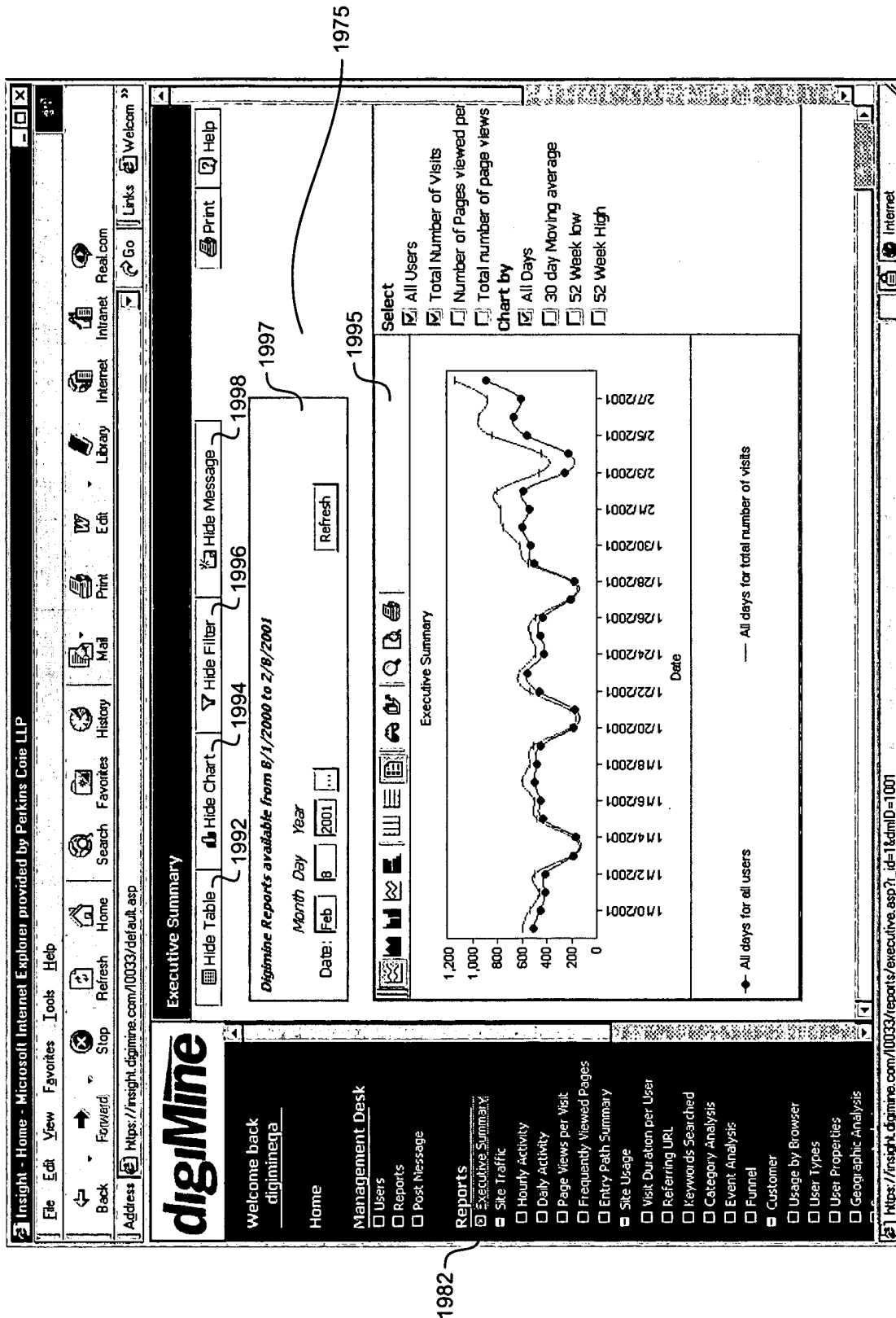


Fig. 19W

# REPLACEMENT SHEET

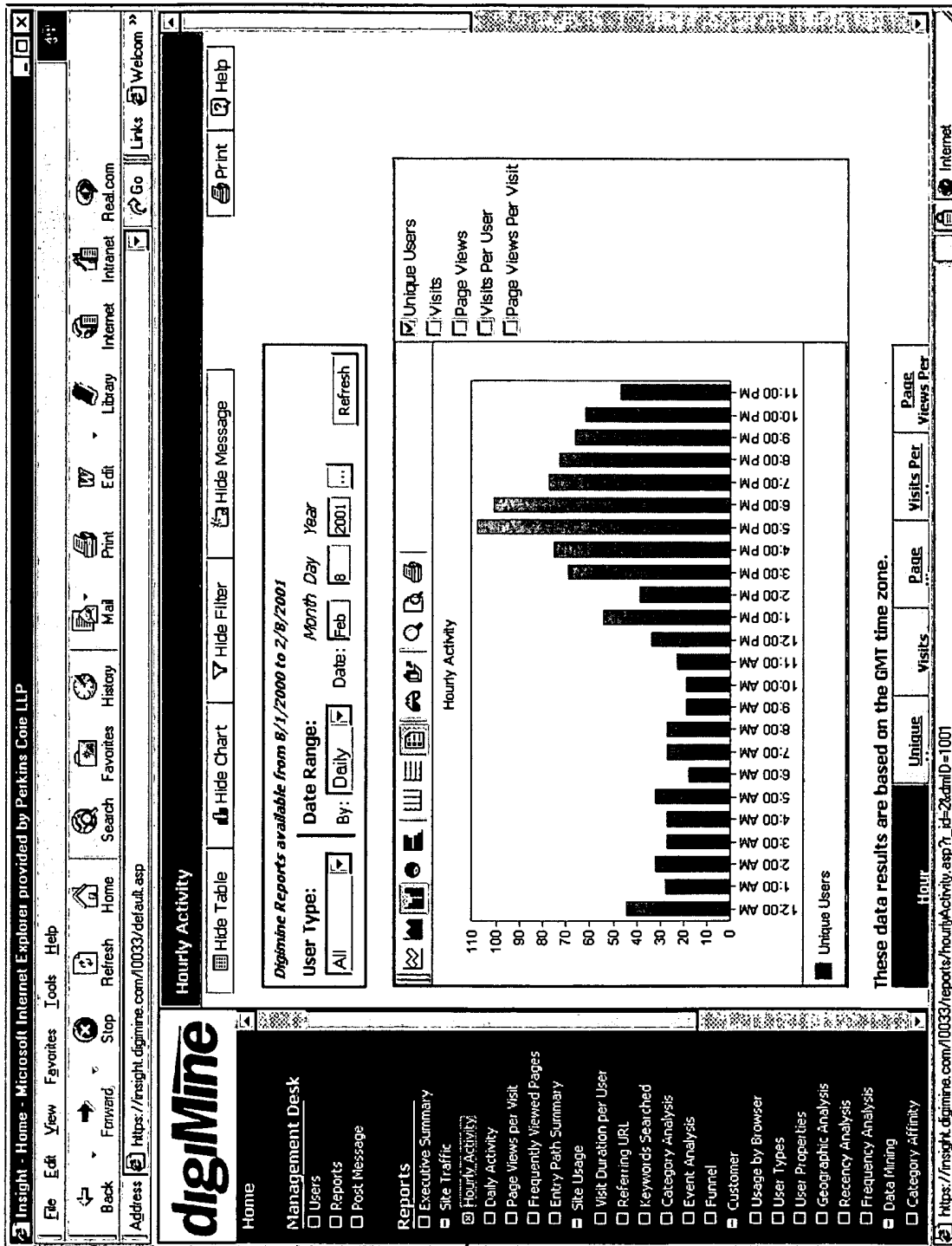


Fig. 19X

# REPLACEMENT SHEET

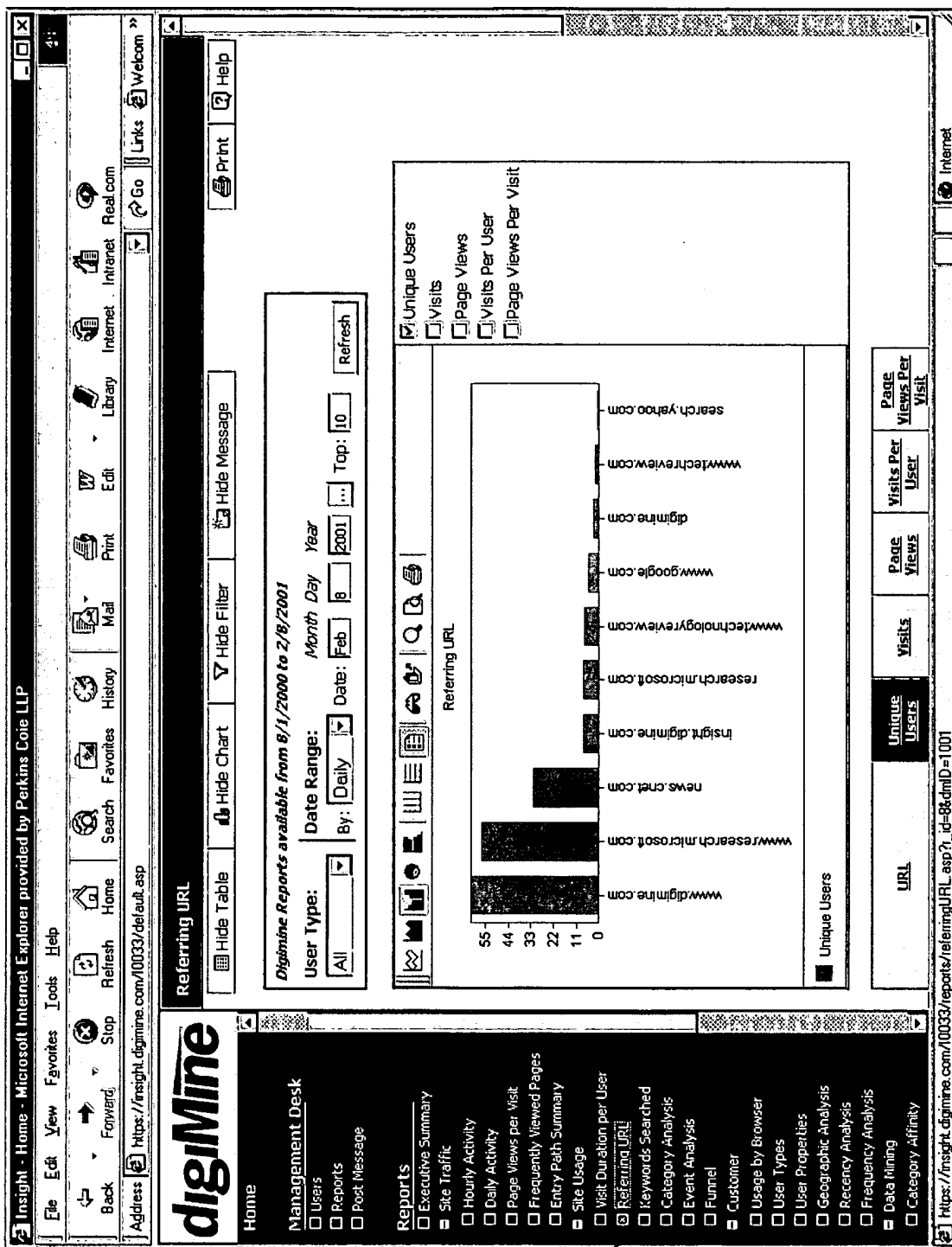
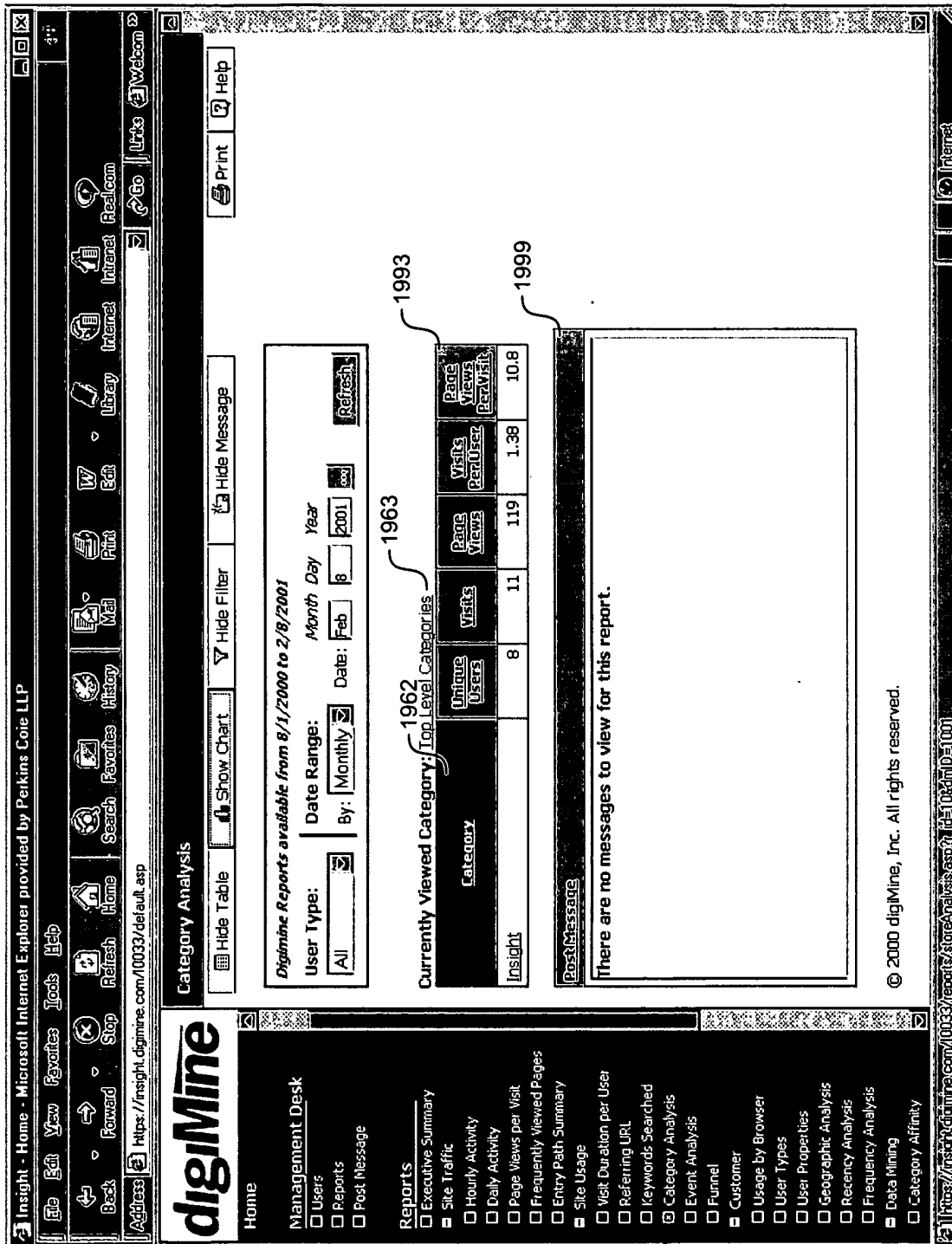


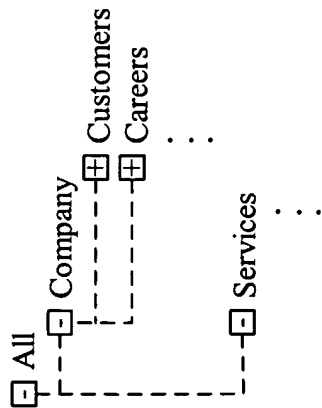
Fig. 19Y



**Fig. 19Z**

REPLACEMENT SHEET

Example Hierarchical Category Selection



*Fig. 19AA*

# REPLACEMENT SHEET

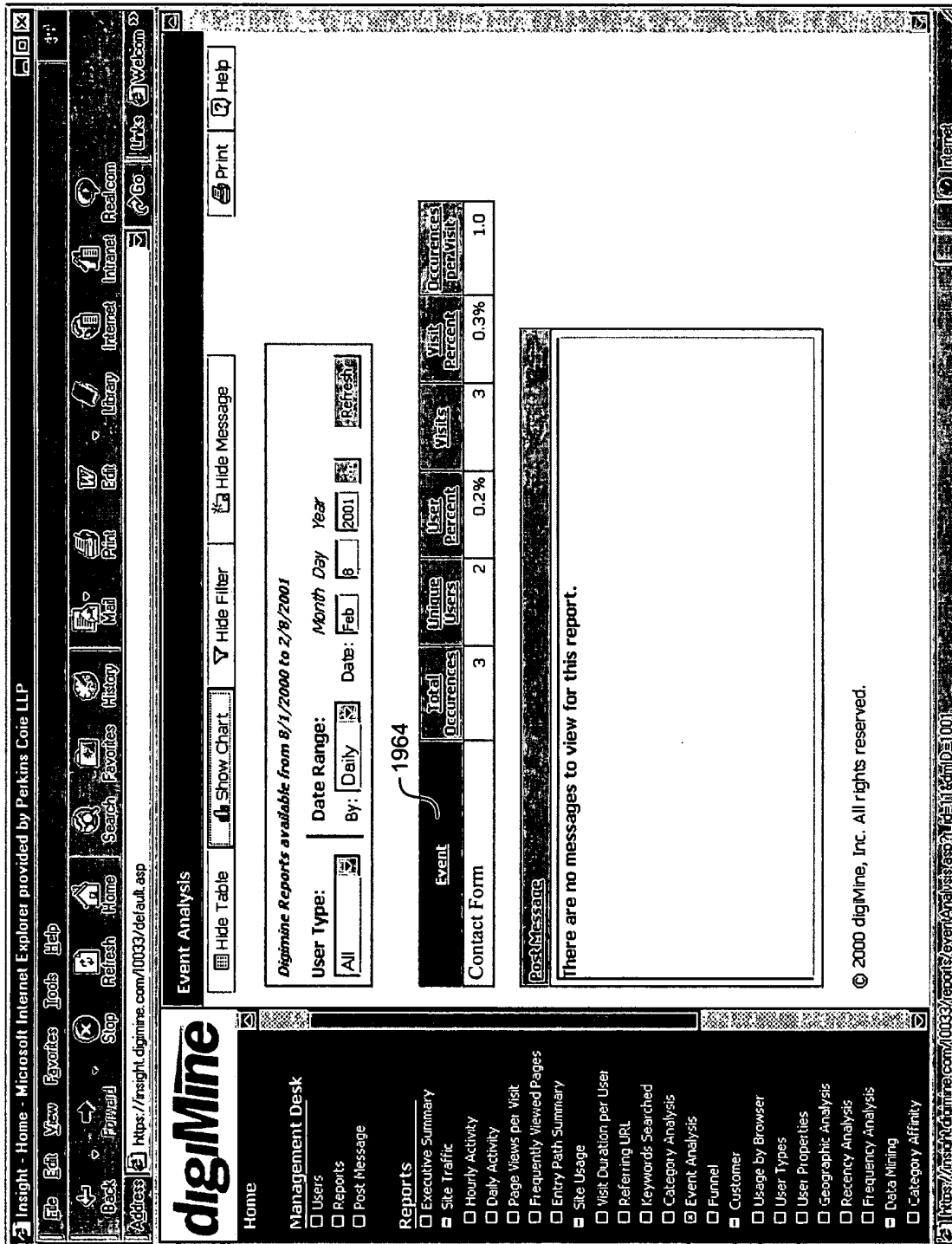


Fig. 19AB

# REPLACEMENT SHEET

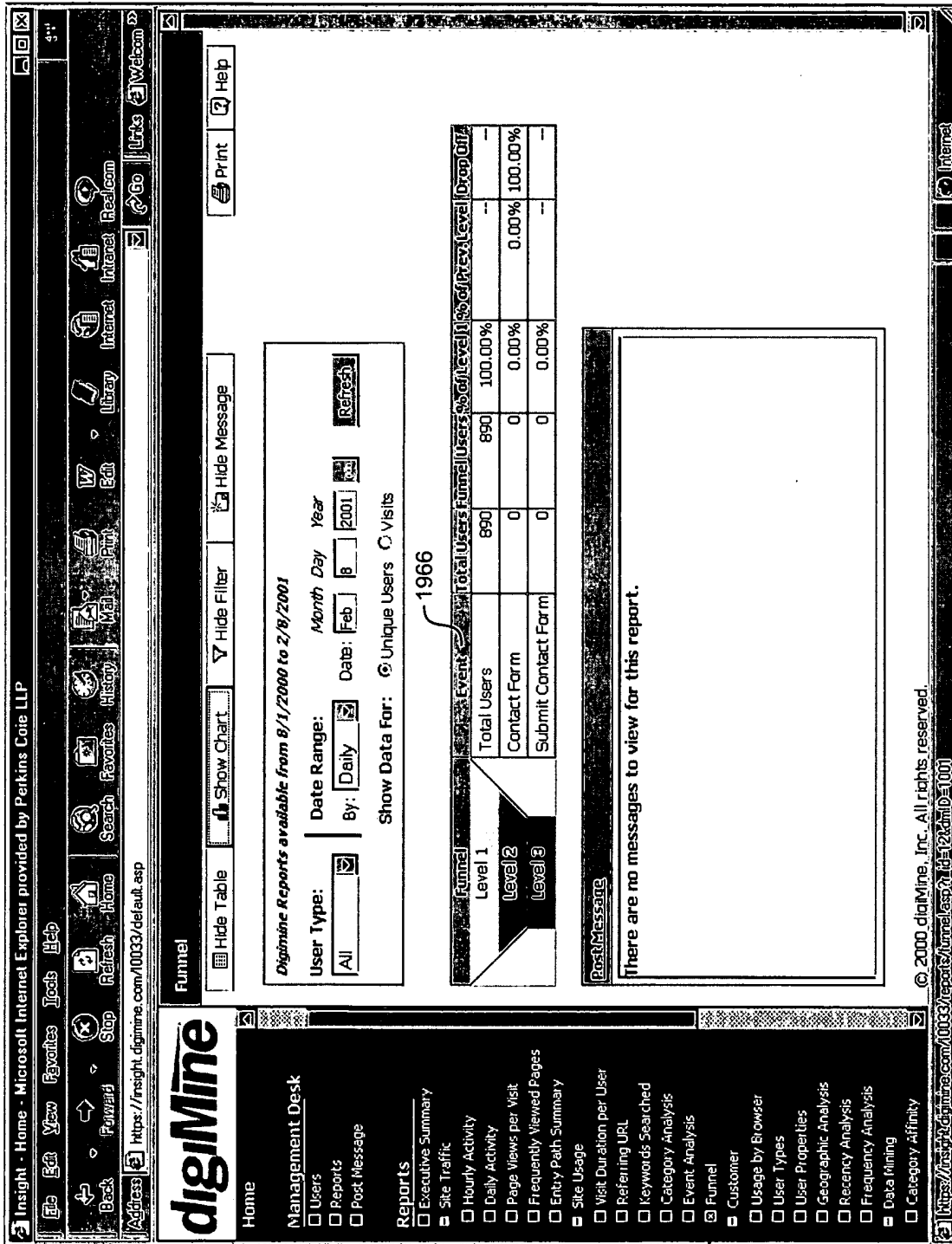


Fig. 19AC



# REPLACEMENT SHEET

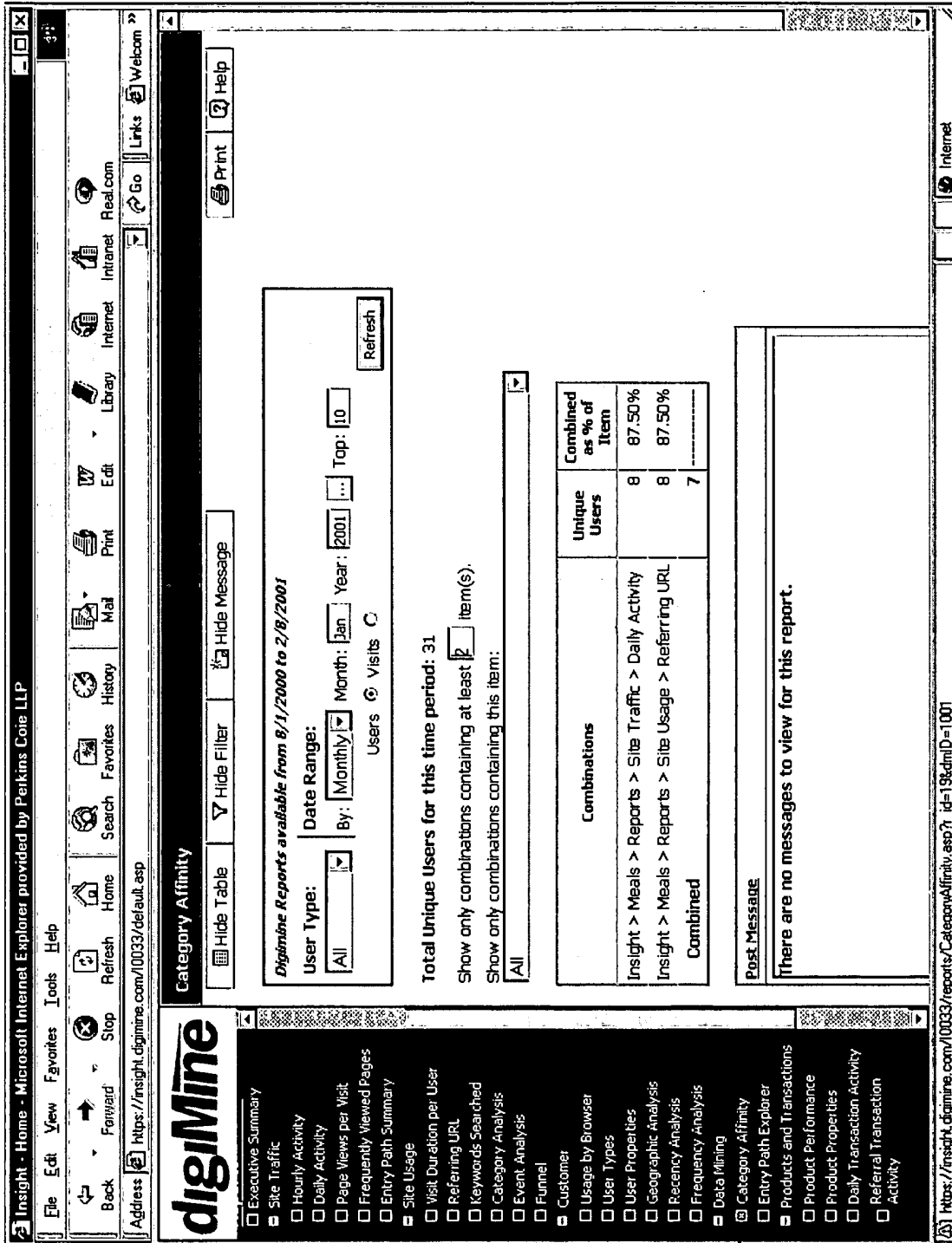
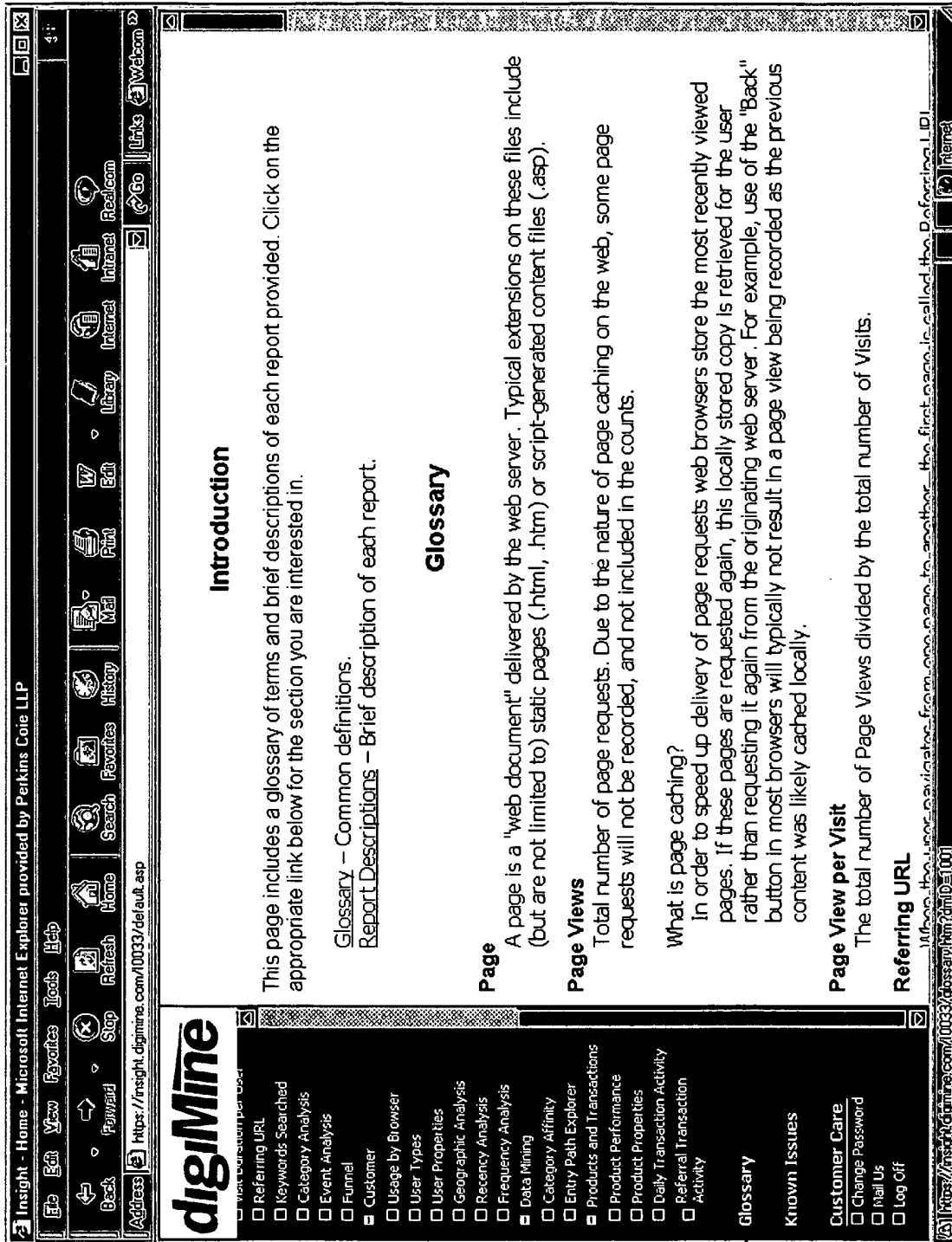


Fig. 19AD

# REPLACEMENT SHEET



**Fig. 19AE**

digimine<sub>SM</sub> SERVICES

## Overview

Powerful, affordable and easy to use.

digimine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive and affordable solution that is quick to deploy and easy to use.

What truly sets digimine apart from the competition is our ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying high-end data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence. And we enable you to take action with precision and speed.

digimine(SM) Services include:

- { 1. [digimine Warehousing Services](#) ~ 1912
- { 2. [digimine Analytic Services](#) ~ 1914
- { 3. [digimine Data Mining Services](#) ~ 1916
- { 4. [digimine Data Generation Services](#) ~ 2005

### Data Sheet

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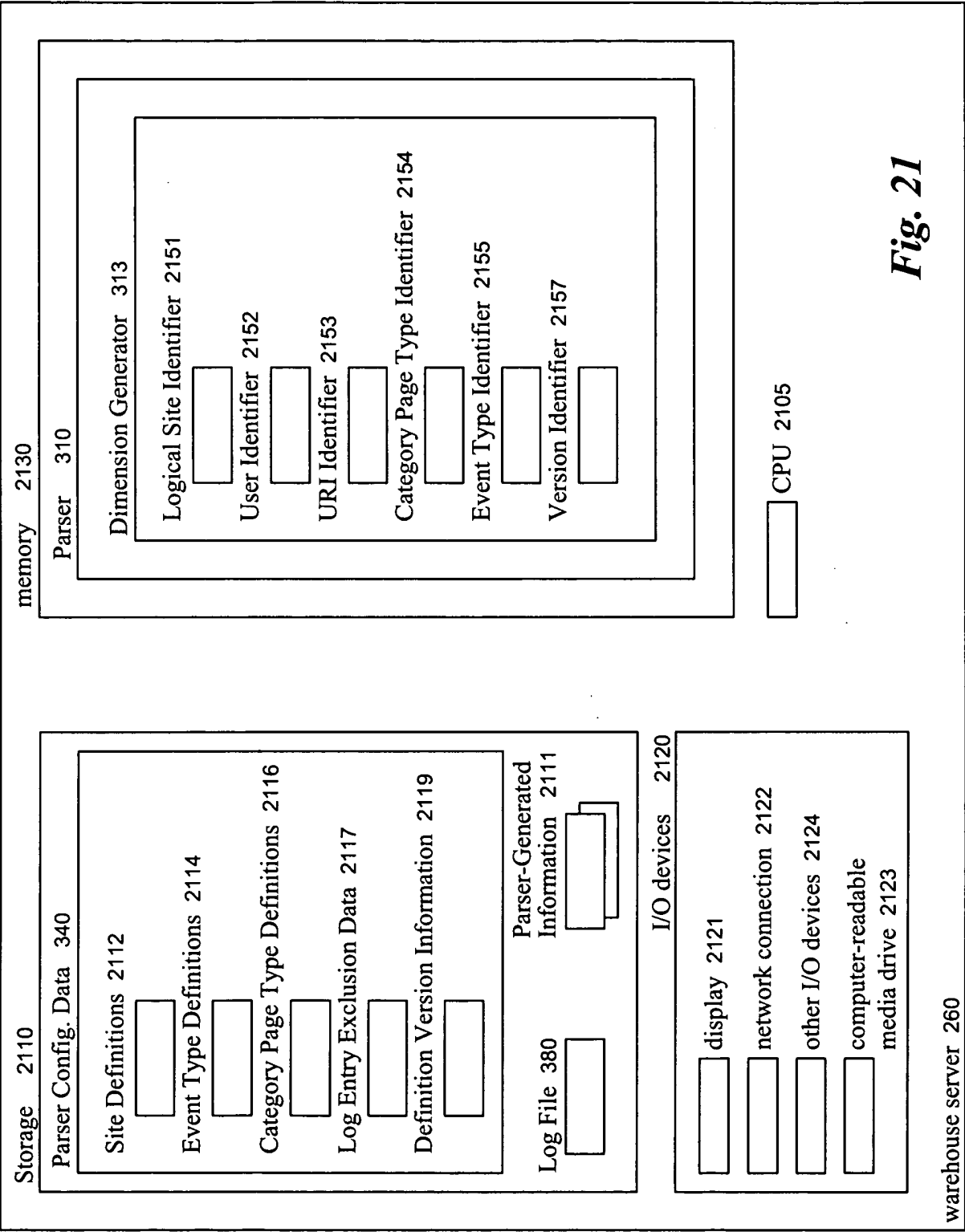
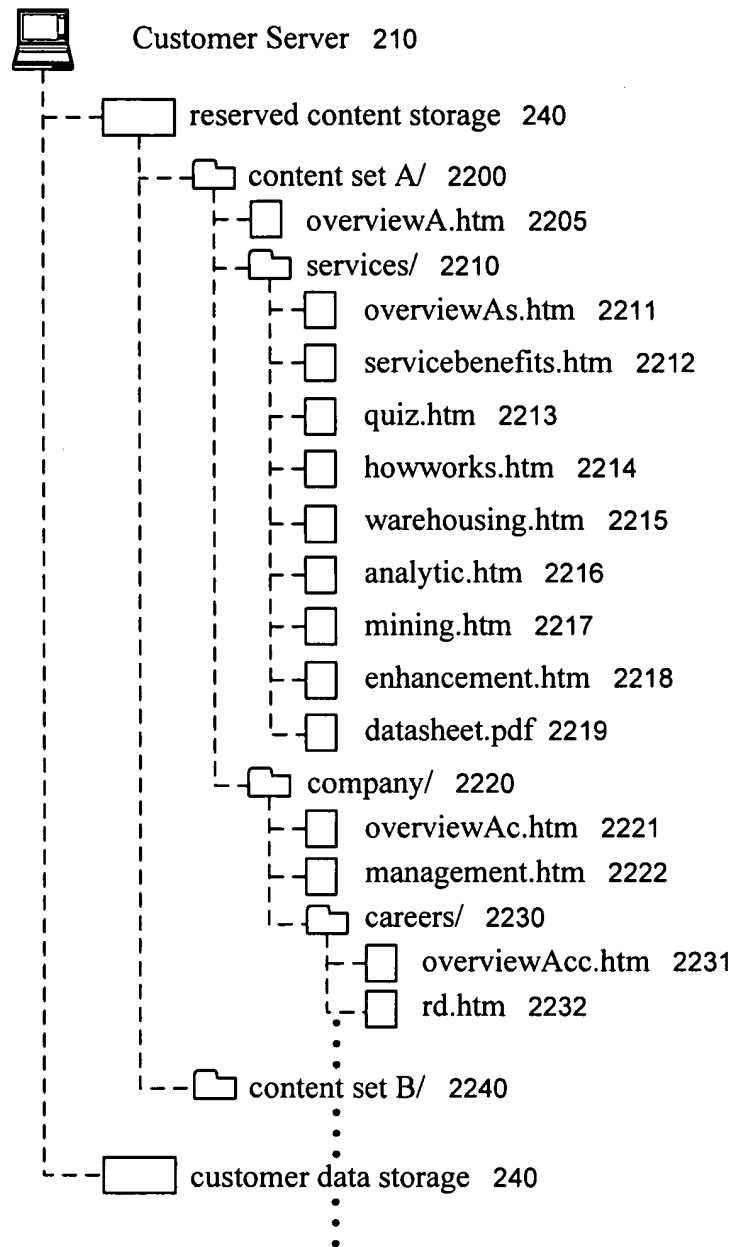


Fig. 21

## REPLACEMENT SHEET



***Fig. 22A***

## REPLACEMENT SHEET

Content Set A

Category Hierarchy Table 2250

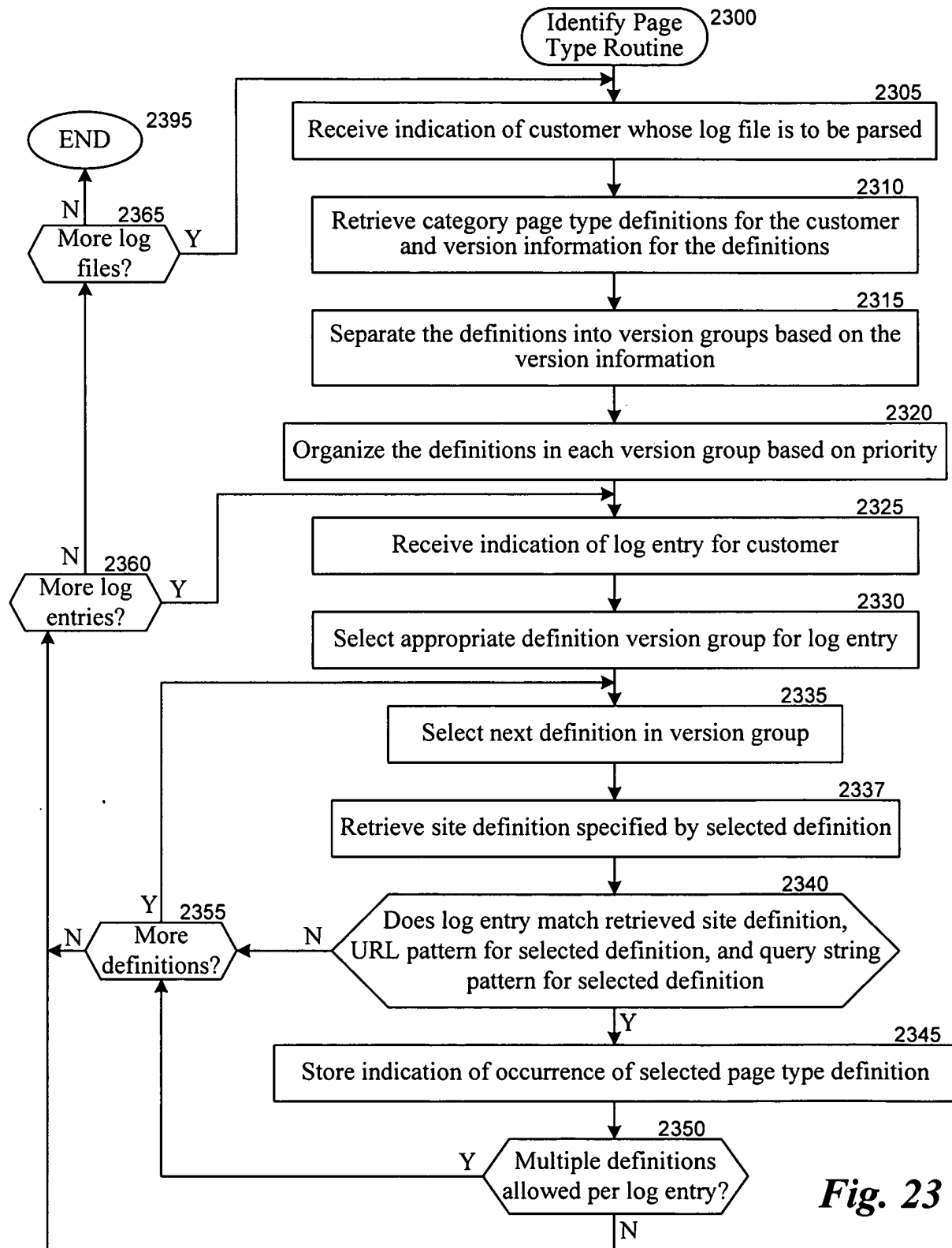
Category 2251	ID 2252	Category Parent 2253
Services	1	—
Company	2	—
Media Center	3	—
Analysis	4	—
Service Benefits	5	1
Take the Quiz	6	1
⋮		
Careers	20	2
⋮		
R&D	30	20
QA	31	20
⋮		

Content Set A Content Category Table 2260

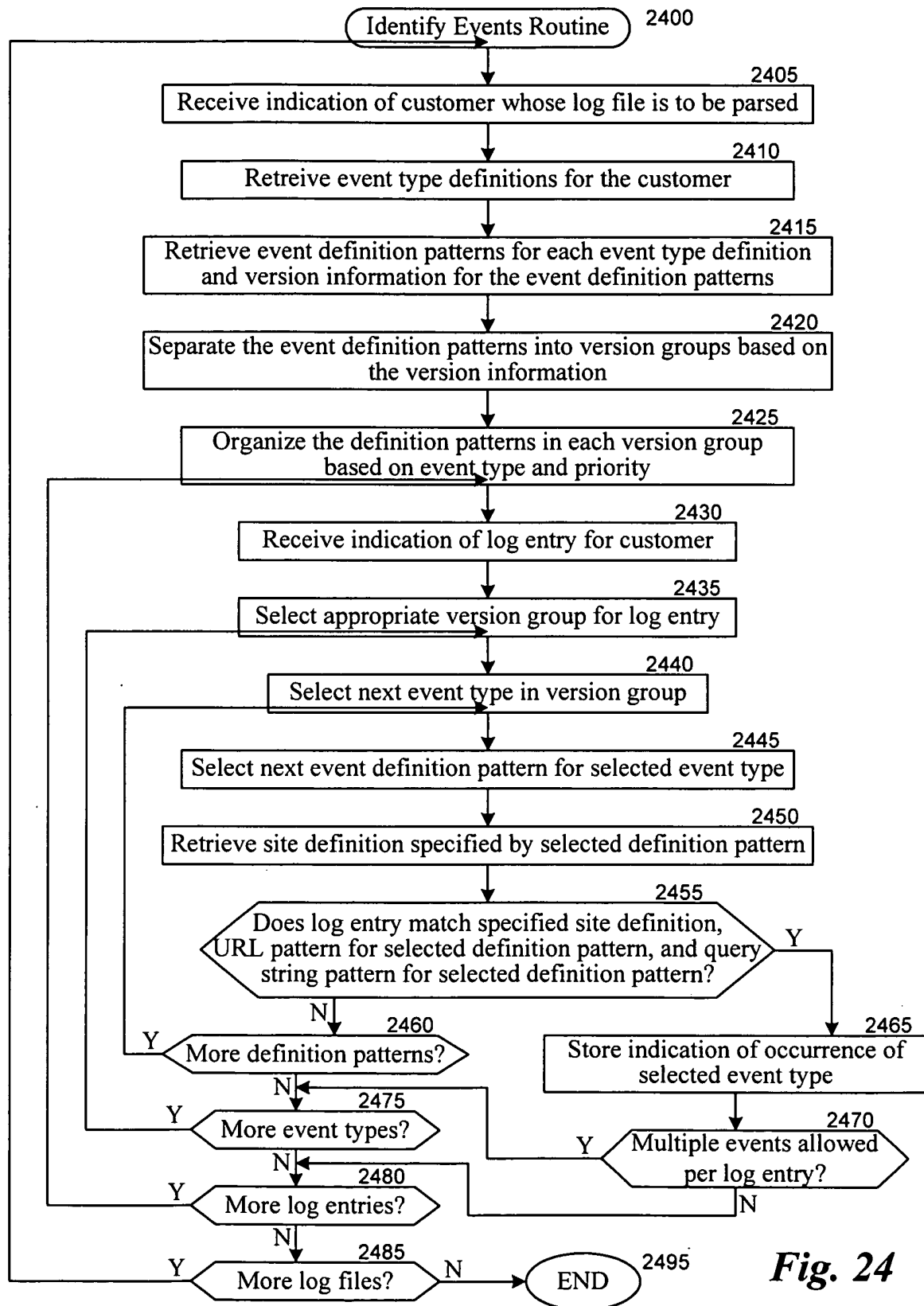
Content 2261	Category Page Type Definition ID 2262
overviewA.htm	—
overviewAs.htm	1
servicebenefits.htm	1
⋮	
rd.htm	30
⋮	

***Fig. 22B***

# REPLACEMENT SHEET

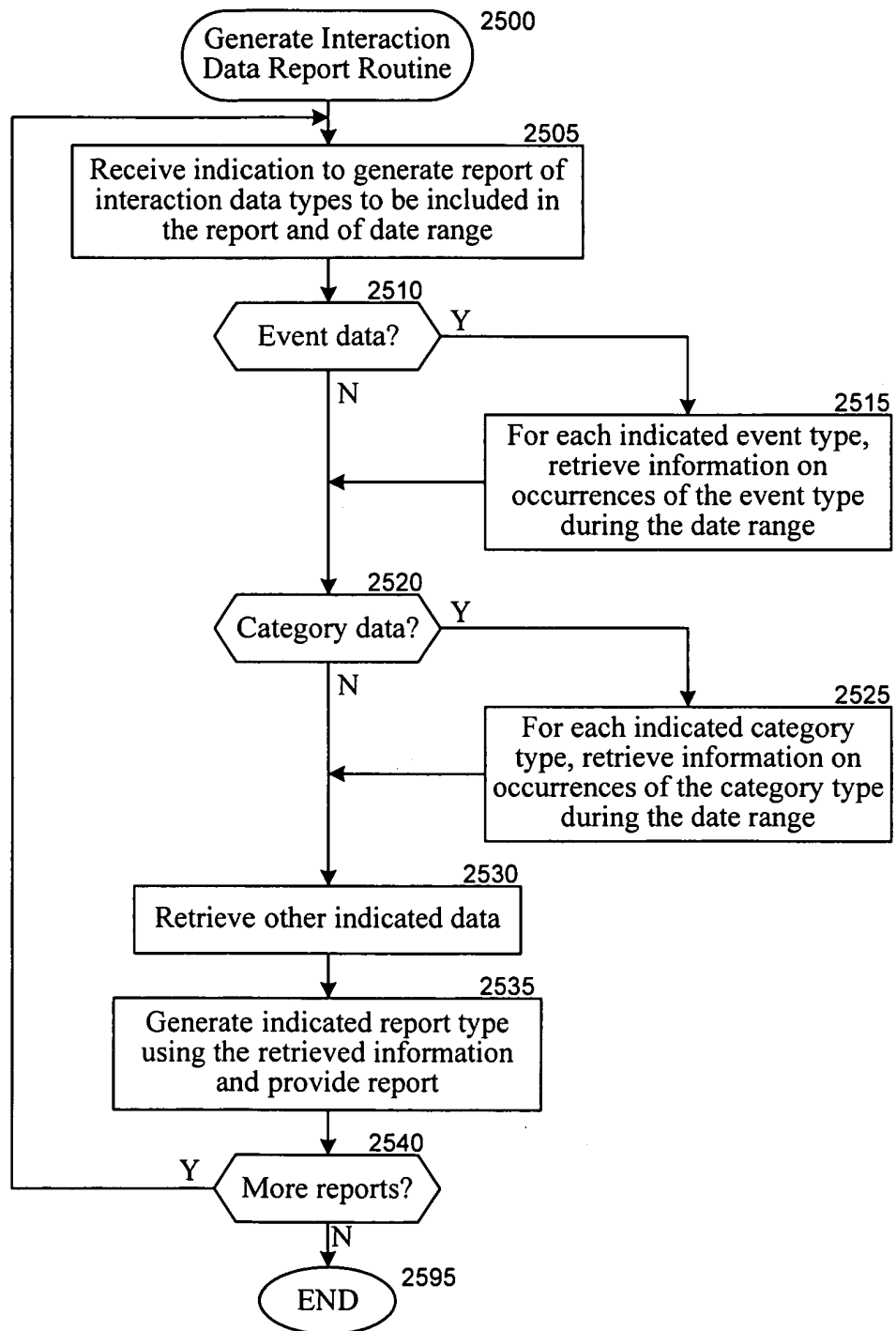


# REPLACEMENT SHEET



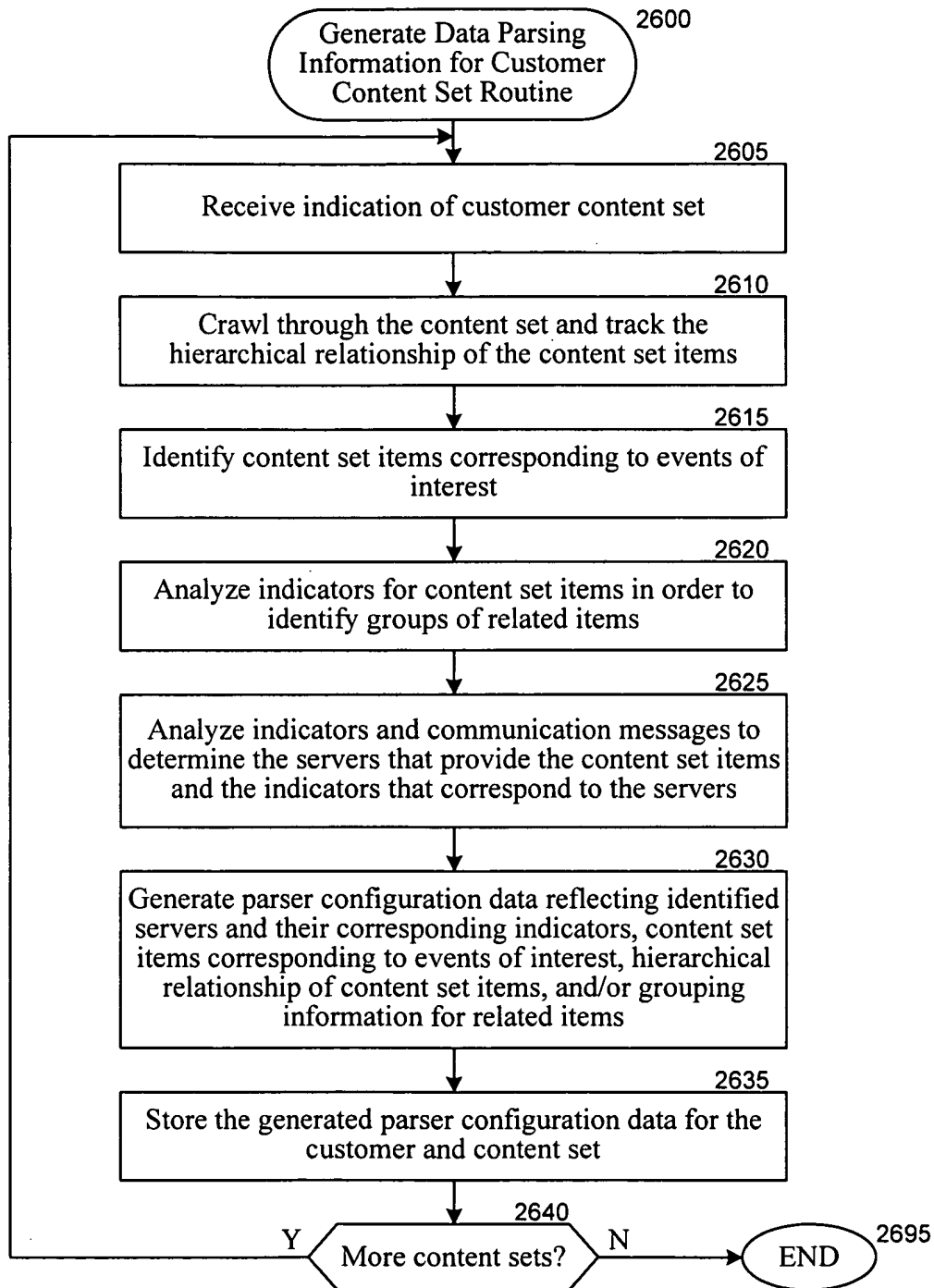


## REPLACEMENT SHEET



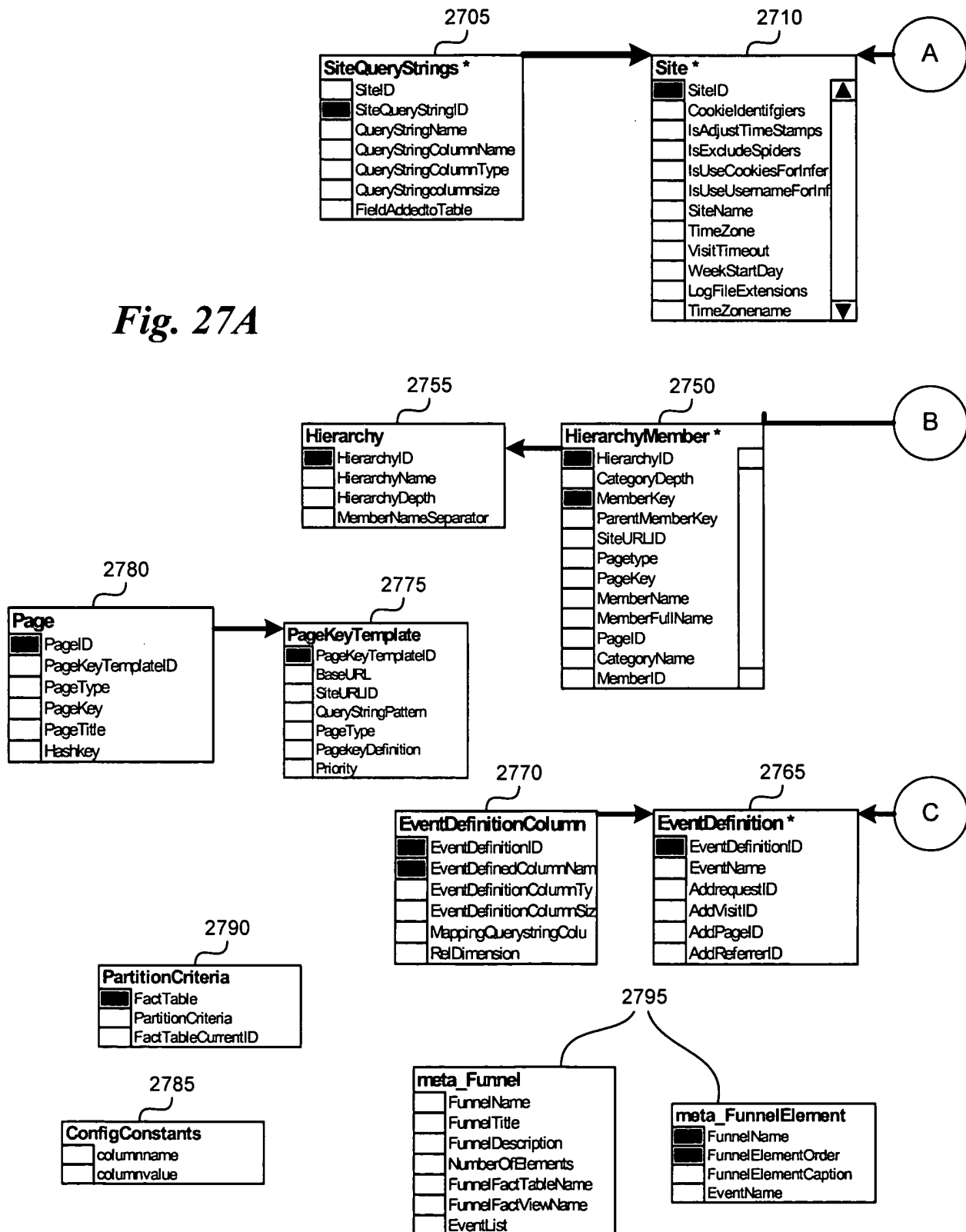
**Fig. 25**

## REPLACEMENT SHEET

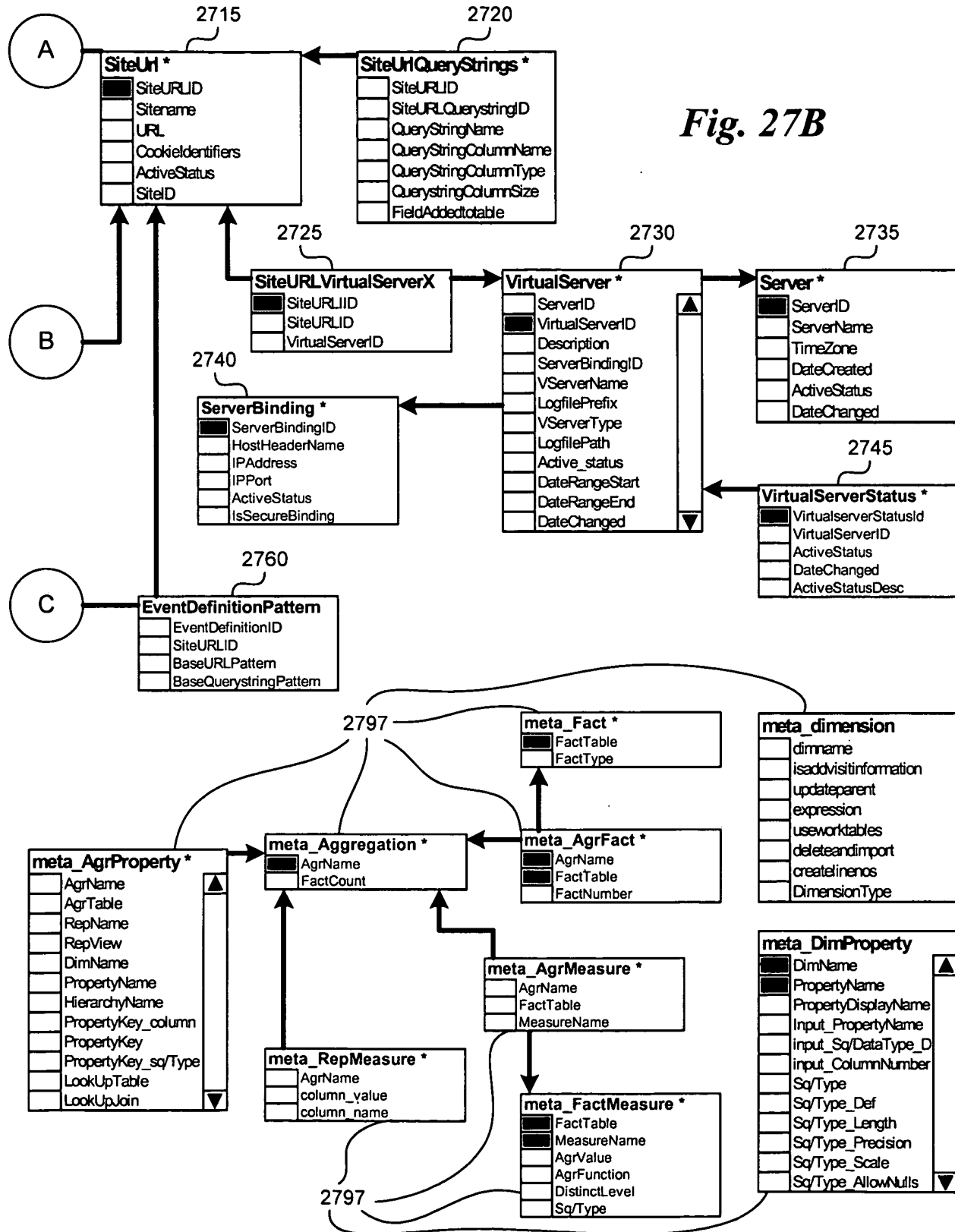


**Fig. 26**

# REPLACEMENT SHEET



**Fig. 27B**



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